



# Fundamentals for Becoming a Successful Entrepreneur: From Business Idea to Launch and Management

*Malin Brannback, Alan Carsrud*

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## **Fundamentals for Becoming a Successful Entrepreneur: From Business Idea to Launch and Management** Malin Brannback, Alan Carsrud

This is the complete, up-to-date guide to creating a successful new venture. Using real-life examples, it helps you assemble every piece of the puzzle: you, your team, your opportunity, your business concept and revenue model, your resources, and your successful launch, execution, and growth.

The authors illuminate entrepreneurial mindsets, motivation, attitudes, and leadership, and cover the entire process of starting a company, from idea through your first four years of operations. You'll learn how to recognize, define, test, and exploit opportunities; transform ideas into revenue models that earn sustainable value; demonstrate viability to funders; establish a strong ethical and legal foundation for your concept; and build a thriving team to execute on it.

You can use this guide's entrepreneurship techniques and approaches in many ways: to build a profitable new venture, to succeed as a self-employed professional, to make a non-profit or public agency more successful, or even to transform your current organization!

### **Entrepreneurship: From dreams to outcomes**

*Defining success for yourself—and achieving it*

### **Designing concepts for profitability and growth**

*Planning your high-potential business, step by step*

### **Innovating in product/service development and marketing**

*Delivering something new that your market will value*

### **Building your entrepreneurial venture, one person at a time**

*Developing great teams—and avoiding common hiring mistakes*

### **Mastering the essentials of entrepreneurial finance**

*Revenue models, financing options, metrics, and growth*

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