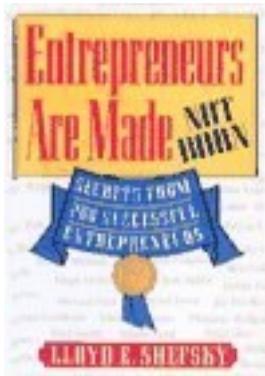


Entrepreneurs Are Made Not Born/Secrets from 200 Successful Entrepreneurs



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Many Americans want to join the ranks of the successful entrepreneurs. They'd love to pick the brains of self-made moguls, and now they can-in this treasure chest of how-to wisdom from 200 magnates and "intrapreneurs" such as Ben Cohen (Ben & Jerry's Homemade Ice Cream), Fred Smith (Federal Express) and Debbi Field (Mrs. Field's Cookies). Going far beyond mere biography, entrepreneurial expert Lloyd E. Shefsky draws from each interviewee's experiences to develop targeted lessons in entrepreneurship. Not just for fledgling and current entrepreneurs, this fascinating book will also appeal to venture capitalists, bankers, accountants, lawyers, and everyone who must understand entrepreneurs to deal with them better.

作者介绍:

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