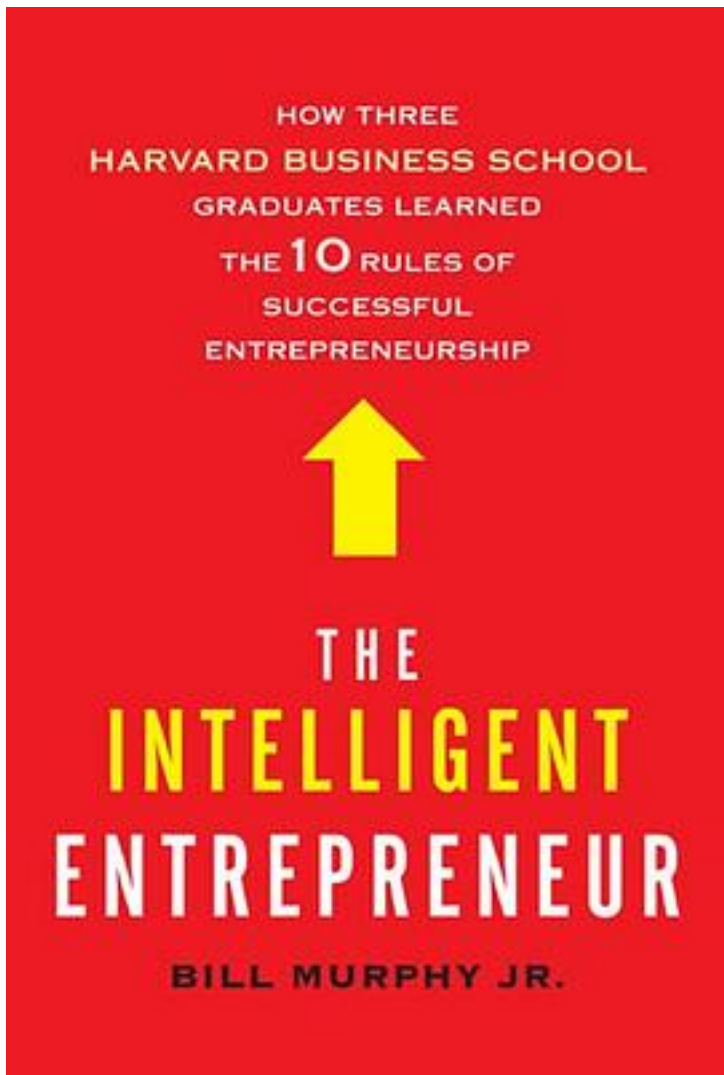


The Intelligent Entrepreneur



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著者:Murphy, Bill

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Written with the cooperation of Harvard Business School, an instructive and inspiring book for anyone who dreams of starting a highly profitable business

In 1998, three Harvard Business School graduates—two men and one woman—turned down six-figure salaries at big corporations, bet on themselves, and launched their own new companies. By their ten-year reunion, their audacity had paid huge dividends. They'd made many millions of dollars, created hundreds of jobs—and left their mark on the world.

Based on dozens of interviews with highly successful entrepreneurs, Harvard Business School professors, and HBS alumni, *The Intelligent Entrepreneur* tells the compelling and instructive story of how these three young founders developed ideas, assembled teams, built ventures, and achieved their dreams. Along the way, they learned that starting great companies requires much more than a ferocious work ethic or good timing. Their hard-won insights—distilled into ten key rules—will help anyone become a successful entrepreneur.

What they teach you at Harvard Business School is that intelligent entrepreneurship can be learned. In that spirit, Bill Murphy Jr. uses a unique combination of vivid storytelling and lucid instruction to show would-be entrepreneurs how to improve their odds of creating dynamic, lasting businesses.

作者介绍:

Bill Murphy Jr. is the author of *The Intelligent Entrepreneur: How Three Harvard Business School Graduates Learned the 10 Rules of Successful Entrepreneurship* and *In a Time of War: The Proud and Perilous Journey of West Point's Class of 2002*. Previously, he worked as Bob Woodward's research assistant on the bestselling *State of Denial*. An inveterate entrepreneur who was on the founding teams of three separate start-ups, he is also a former military officer, lawyer, and Washington Post reporter.

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标签

创业

enterprise

MBA

英文原版

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英文

商学院

商业

评论

Even though I was put-off by the HBS propaganda and the cheesy list of ten rules, I closed the book with deep respect for the passionate endeavors of the trio protagonists and the effort the author put to deliver a genuine account of real-life entrepreneurs. With no obligation to come up with pretentious theoretical contributions, the longitudinal

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书评

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