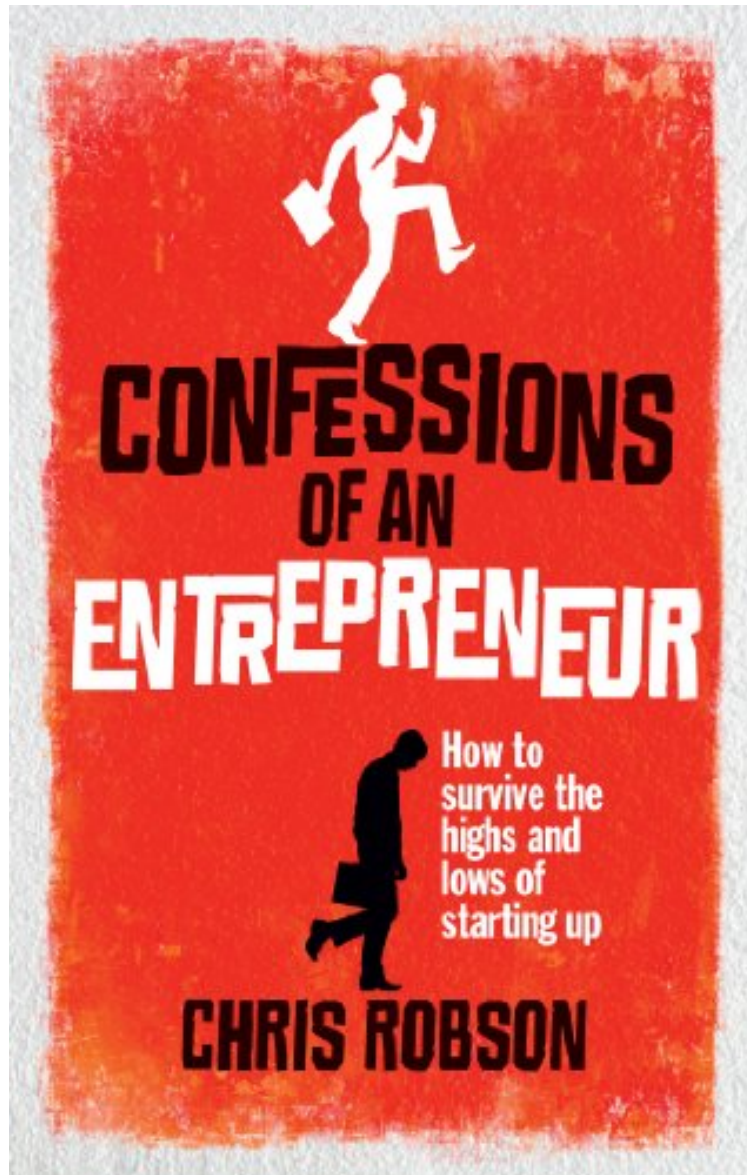


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Confessions of an Entrepreneur: The Highs and Lows of Starting Up (Prentice Hall Business)

Chris Robson

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Chris Robson : Confessions of an Entrepreneur: The Highs and Lows of Starting Up (Prentice Hall Business) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Confessions of an Entrepreneur: The Highs and Lows of Starting Up (Prentice Hall Business):

1 of 1 people found the following review helpful. Excellent!By Patricia SpanglerThe chapters are very short. This book is well written, the author makes his point with humor. There are excellent examples included, and having the

main points in the margins is very helpful. The only drawback may be for those who are not familiar with the British way of spelling and some of the British humor. 0 of 0 people found the following review helpful. I Am A Famous Shark Tank Entrepreneur and Attribute This Book As Instrumental To My Success! By James J Martin - Founder and CEO - Copa Di Vino, Wine By the Glass I am deeply grateful to Chris for taking the time to share his knowledge and his experiences in this book. It was my hand book to survival as I lived through the dramatic drama of creating the highly successful venture, Copa Di Vino - Wine By the Glass, and becoming the highest rated entrepreneur for more than two seasons on the ABC show Shark Tank. Chris' first hand knowledge of the incredible challenges that I was personally experiencing not only allowed me to know that my experience was not unique but most importantly that I was not alone through many sleepless nights. His eloquent solutions on how to handle the high drama of start ups and find viable solutions gave me know how and the strength to persevere to success. Today my company will exceed over \$15 million in revenue in less than three years and I am purchasing 4 more copies as Christmas gifts and required reading for my executive team. Thank you Chris Robson! 1 of 1 people found the following review helpful. brilliant - a must have read for any entrepreneur! By Claudia I think this is the first time I've actually filled in one of these reviews, but I'm not joking this book is worth it. It's a must have read for anyone with their own business with ambition or anyone thinking about starting one. Unlike the try hard business books which discuss the business plan until you think you'll never get it down on paper, this is the real thing. The emotional journey involved in setting up a business, the real things to think about, what you are willing to sacrifice, when to draw the line or keep going. This is a great book and literally I read it one afternoon, and re read it that night. What's also clever is the constant quotes during the book from other people who own businesses and back up what you will or may have felt, with what the author says. If you know someone who has their own business, this is the Christmas present!

No-one ever tells you what it really feels like to be an entrepreneur. What you actually have to go through when you chase ambitions and fortunes. However, in his new book, *Confessions of an Entrepreneur*, Chris Robson does. It's not a book about business plans and choosing the right business ideas. Those books already exist. This doesn't. This is a book about the emotional issues that other business books ignore - the sacrifices you make, the struggle to choose and work with the right partner(s), the strain of uncertainty and potential failure, the dizzying and addictive highs of success, the challenge of building and motivating a team - everything that you will experience when you start a new business. It's about the journey every single entrepreneur has to take - and it's this journey, not just the destination, that you have to learn to love if you're going to be a great entrepreneur. And you don't just hear from the author alone, you are invited to read the raw, honest stories from some of the most talented entrepreneurs on this planet, including Bill Gross of Idealab, Roland Rudd of Finsbury Communications, Jo Fairley of Green Black, Nick Wheeler of Charles Twyritt, William Reeve of LoveFilm and many others. For the first time, they'll tell you what they really had to go through to follow their dreams right through to the end - bitter, sweet or both! Praise for the book: "Hard hitting, no holds barred, crash course into the world of the entrepreneur." Lord Bilimoria CBE, DL - Founder and Chairman of Cobra Beer "More like an outright thriller than a business book. It brings to life the raw excitement and sheer terror of being an entrepreneur." Guy Browning, Writer, Broadcaster, Creativity Guru "Chris manages to map the DNA of successful entrepreneurs in an entertaining and hugely readable way. A must read for anyone who wants a window into the mind of the entrepreneur." Roland Rudd, Founder of Finsbury, International Communications Group

From the Back Cover What is it like to risk everything? Could you take it? Do you ever wonder what it really feels like to be an entrepreneur? What you actually have to go through when you chase dreams and fortunes? Meet Chris Robson, battle-hardened entrepreneur, expert in the twenty-four hour madness. He's about to start another business and he wants you to come along for the ride. Together you'll move through the emotional trials every entrepreneur has to face. How do you cope with never standing still; making unexpected sacrifices; climbing out of the ditch if things go wrong? Along the way, he'll introduce you to some of the most talented entrepreneurs on this planet. You'll hear their raw, honest stories, some exhilarating, some terrifying, all for you to learn from. This is your test-run, a real taste of the entrepreneur's emotional rollercoaster; dare you take it; dare you succeed? "A hard hitting, no holds barred, crash course into the world of the entrepreneur." Lord Bilimoria CBE DL, founder and chairman of Cobra Beer "More like an outright thriller than a business book" Guy Browning, writer, broadcaster, creativity guru "Hugely readable and entertaining" Roland Rudd, founder of Finsbury Communications "About the Author Chris Robson is a CEO and a serial entrepreneur. He has a track record of creating significant growth and profit across a range of marketing services, digital and media businesses. In the 80's Robson cut his teeth with Hanson before becoming the youngest Director of advertising agency DMBB. After completing an MBA at London Business School, he built up and floated the Internet services company, Syzygy, on the German Stock Exchange in 2000, raising 55meuro; and with a market valuation of 240meuro;. He is a Founding Director of Ink publishing, the world's largest producer of in-

flight media and was CEO of Edengene the leading growth and innovation consultancy where he advised companies like Coca-Cola, Unilever, GSK, PepsiCo, RBS, Santander, O2 JJ. More recently he co-founded the You Wish Group, providing innovative Internet services to large companies and raising investment for a new service launching in autumn 2010.