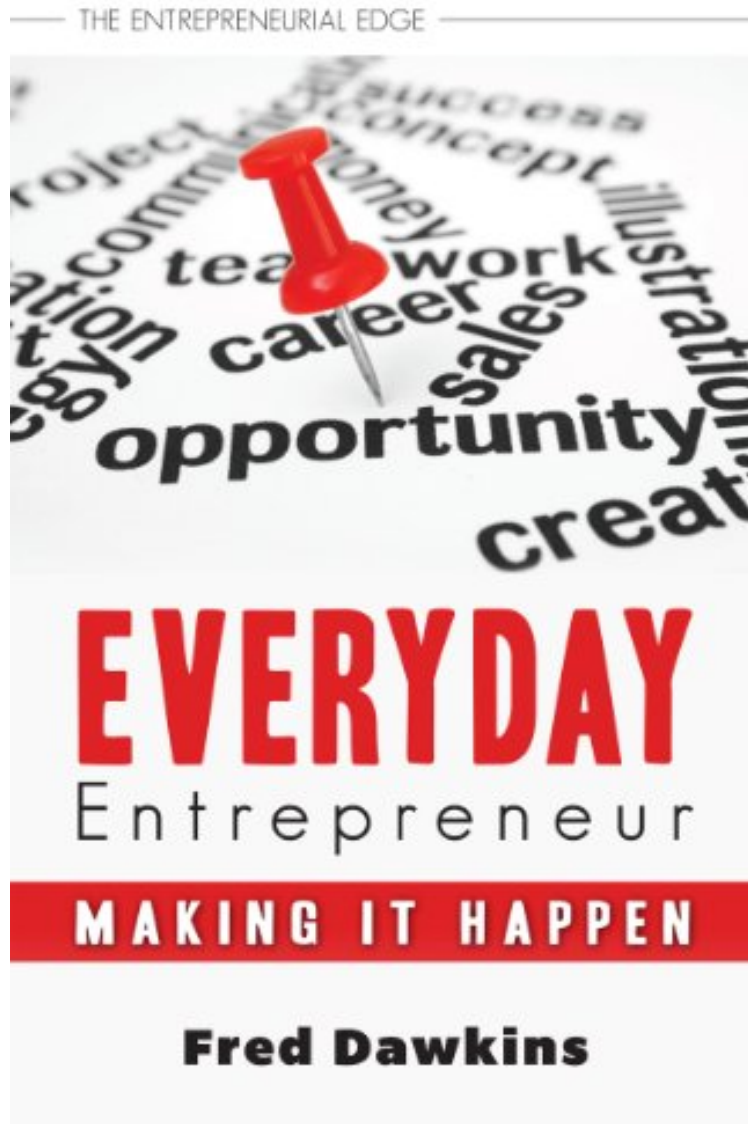


[Mobile book] Everyday Entrepreneur: Making it Happen (The Entrepreneurial Edge)

Everyday Entrepreneur: Making it Happen (The Entrepreneurial Edge)

Fred Dawkins

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Fred Dawkins : Everyday Entrepreneur: Making it Happen (The Entrepreneurial Edge) before purchasing it in order to gage whether or not it would be worth my time, and all praised Everyday Entrepreneur: Making it Happen (The Entrepreneurial Edge):

0 of 0 people found the following review helpful. Excellent insights to empower your individual effort and initiativeBy Brenden GomezThis book is an excellent read as it brings to light the very core of the human spirit pursuing individual

effort and initiative while fighting fear and indecision. The Everyday Entrepreneur emboldens you to pursue with tools to address this fear. Fred Dawkins draws you in with three dimensional characters that wrestle with the same uncertainties you have, but are also yearning for something more. He addresses these issues directly through the myriad of life lessons Fred has pooled together from a collection of entrepreneurs and successful individuals. He tells the story so clearly that even junior business students like myself and seasoned entrepreneurs that often struggle, are able to take away key lessons right away. I find myself already following these lessons and applying them immediately with the entrepreneurs I am involved with. There is a deep and insightful macro perspective that Fred brings out in the book and this is crucial towards understanding the future role of the entrepreneur as economies continue to evolve. A lifetime of learning is passed to you in the two weeks in a cottage that this story takes place in. You will have the tools to make the most of the canvas in front of you after reading this book. 0 of 0 people found the following review helpful. Great book to explore entrepreneurship By TV How I was drawn to this book because of quote on the back: "the most important skill in the 21st century will be the ability to create your own job." It has been a challenge for me to find a job that I enjoy, in a field that I truly aspire to work in. So entrepreneurship has been on my mind. But because of my limited experience with business, entrepreneurship has also been a daunting notion. I appreciate this book because Fred eases you into the concepts of entrepreneurship: from the mindset, to laid out plans, to sound advice. All told through a narrative of characters who are considering entrepreneurship. There is an abundance of advice, mixed in with the humanity of aspirations, doubt, and fortitude. Each of the characters is approachable and I find myself relating to their experiences. It's a great book and a wonderful read. I highly recommend it to those who, like me, wonder what it takes to be an entrepreneur. 0 of 0 people found the following review helpful. Stories of making it on your own By Books Reviewed By Fred Dawkins Publisher: Dundurn Dawkins uses the art of storytelling to explain how to become an entrepreneur. Writing from his own experiences he shares the positives to create your own job in the 21st century. He discusses cash flows and money, both as a reward for hard work, and as a fear to conquer to enable success. The book also highlights some of the dangers of being an Entrepreneur, including the demands of time upon a family. This book is ideal for anyone considering taking the step into becoming self-employed, starting or taking over a business. While there are lots of books and advice on becoming an Entrepreneur, this one adds to the collective knowledge and is written in a way that is easy to read.

Successful entrepreneur Fred Dawkins uses storytelling and an informal approach to take readers through a series of business lessons that will show them how to identify their own entrepreneurial strengths and strike out on their own.

The book contains lots of good advice based on Dawkins's 40 years in manufacturing, retail and real estate. (Financial Post) An entertaining, even heartwarming, book of thoughtful observations and dos and don'ts for starting a business, framed by a storyline with twists and turns one might find in a novel. (Guelph Mercury) "Fred Dawkins's Everyday Entrepreneur: Making it Happen provides a strong gateway into thinking about entrepreneurship." (Chicagonow.com) Fred Dawkins has written a wonderful book about entrepreneurship unlike any other on the market. He brilliantly uses his storytelling skills to illuminate his subject in a way that makes the book a joy to read. You're so wrapped up in the story that you may not realize how much you're learning until you've turned that last page. (Terry Fallis, author of The Best Laid Plans and Up and Down) Technology entrepreneurs all too often focus their conversations with mentors on different ways of acquiring customers, equity value, and Venture Capital investment. What is ignored is all the human issues a founder will face as they build their business. Fred Dawkins offers a perspective that I think is missing in the current discussion around entrepreneurship; why it is important to the economy and what it really takes to build a successful business in any industry. - Jesse Rodgers - Director of Creative Destruction Lab at the University of Toronto, builder of VeloCity at the University of Waterloo, and co-founder of Tribehr.com. (Jesse Rodgers) Everyday Entrepreneur offers a simple but effective road map anyone can use to take the fear out of following your entrepreneurial dreams. (Monica Mehta) Fred Dawkins employs a likeable cast of characters and the simple setting of Canadian cottage country in July to convey a complex set of ideas ranging from the nature-versus-nurture debate (are entrepreneurs born or made?) to a variety of essential how-to entrepreneurship skills to specialty topics such as gender, leadership, negotiation, and team formation, as well as the important role of entrepreneurship in the global economy. His casual, easy-to-read writing style belies the critical importance of his subject matter. Not just potential entrepreneurs but also governments, big companies, and business schools in the West must adapt to the new reality of an increasingly educated and ambitious middle class in so-called developing countries and take immediate steps to reinvigorate our large population of underutilized problem-solvers in order to remain competitive and continue to enjoy increasing prosperity. As Sam would say: It is not a question of if, but rather how. - Ajay Agrawal, Peter Munk Professor of Entrepreneurship at the University of Toronto's Rotman School of Management, Founder of the Creative Destruction Lab for entrepreneurs, Co-Founder of The Next 36 entrepreneurship program (Ajay Agrawal) The analyses of factors dominating business and society are insightful and demonstrative. Fred Dawkins has a wonderful capacity to put things in perspective, a writing style that is captivating and his command of the English language speaks for itself. I believe this will make a great college text book since it

would inspire great discussions and arguments? I'd love to be teaching from it. Also, a great question and answer book for would-be entrepreneurs. (Dr. Freeman McEwen Retired Dean, University of Guelph) Wonderfully scribed. Congrats in spades! Your story is easy to read, compelling and worthy of a broad spectrum of society. As I got deeper into it, despite the undocumented postulates of Sam's Theory's, the story continuously got more intense while spinning of increasingly important concepts required of any entrepreneurial undertaking. Sam's ideas ring with the sounds of truth, wisdom and familiar experiences. I loved it. :) (Marvin Barnett, President, Finer Space Corporation, Serial Entrepreneur) I worked with Fred during the negotiations of a first collective agreement for his business which was growing rapidly. His understanding of the issues and his coolness in what many would describe as high pressure moments contributed to his ultimate success and control of the situation. Before you quit your job to set up your own business or hire an accountant or do your due diligence you should read this book (Steven F. Wilson, Partner Mathews, Dinsdale Clark LLP) Fellow Entrepreneurs listen up! I read almost a book a day and rarely do I fall this deeply in love with the entire book. A delightful exception to that rule has been *Everyday Entrepreneur*. Fred Dawkins has a simplicity that is accessible by entrepreneurs at every level, including those who are paving new ways within organizations, not just those of us out in the business wilderness. If you want a fast read that you'll be able to convert into massive action that will undoubtedly improve the way you do business then drop everything and read this book. (Sherri J Griffin, 20 Year Training Development Professional) About the Author Fred Dawkins is a successful entrepreneur with experience in manufacturing, retail, land development, and import/export. Co-founder of the Olde Hide House, a leather goods store, Dawkins holds a Bachelor's degree in commerce and finance, a Master's degree in economics, and the W.E. Rundle gold medal. He lives in Guelph, Ontario.