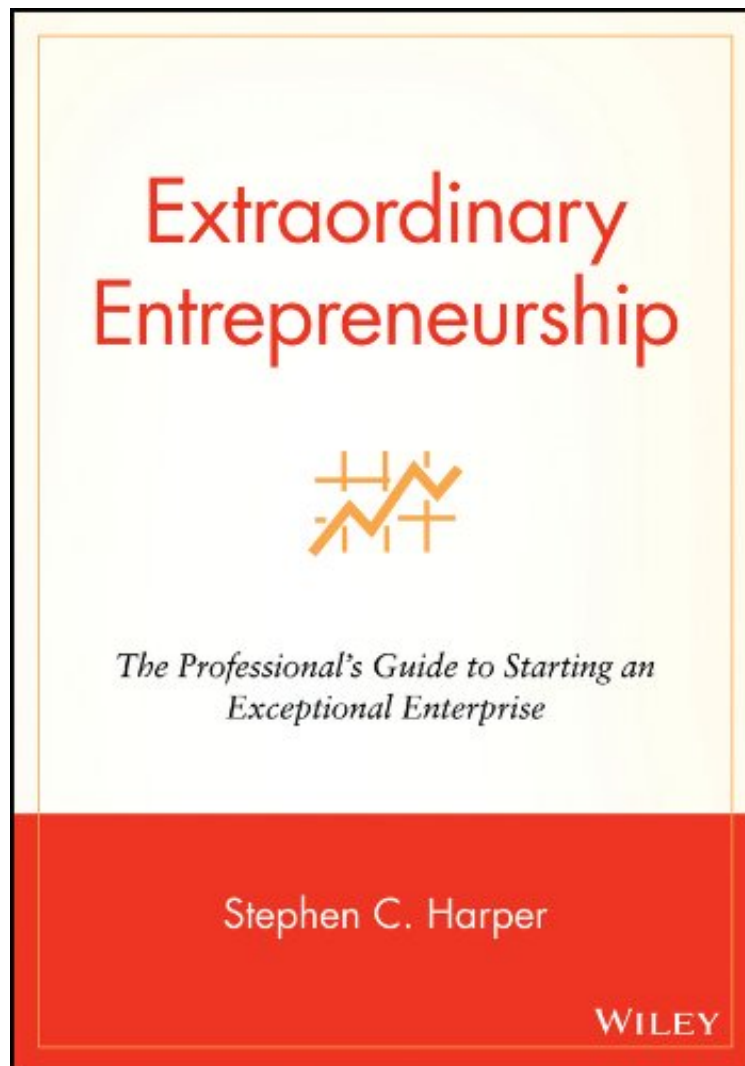


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## Extraordinary Entrepreneurship: The Professional's Guide to Starting an Exceptional Enterprise

*Stephen C. Harper*

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**Stephen C. Harper : Extraordinary Entrepreneurship: The Professional's Guide to Starting an Exceptional Enterprise** before purchasing it in order to gage whether or not it would be worth my time, and all praised Extraordinary Entrepreneurship: The Professional's Guide to Starting an Exceptional Enterprise:

1 of 1 people found the following review helpful. Best A-Z Business Book I Ever ReadBy Daniell cannot say enough about this book. It change my whole outlook and made me realize some major shortcomings of mine. I have been working steadily for the past year on a plan as a result of this book. A wee bit of repeat in a few places, but I am not

complaining. I needed the review, because there is so much raw information here. Main takeaways: If you don't plan you will most likely fail is really driven home. Exactly what types of planning you should do in greater detail than I have ever seen before. Explanation of various business types was like none that I have ever read before. Confidence to succeed, resulting from tremendous knowledge gained. Just be aware, this is no quick fix or light read. This is the real deal for serious Entrepreneurs. If you want to start a small Mom Pop Store, then read his book on that subject. Check the Author's page for that. 5 of 5 people found the following review helpful. The best A - Z Entrepreneur Book By Franco Arda If there was such a book as the 'bible' among entrepreneur books, this would be it. Extraordinary Entrepreneurship is obviously not for people who want to start a mom-and-pop type of business. Instead, it is written for people who want to start an exceptional enterprise. This exceptional book provides a road-map through the 14-step New Venture Creation process. Brilliant from the beginning, ('philosophy' of entrepreneurship), to the end (Investment Banker; take my firm public, pls!), in 14-steps. Nice, new ventures are categorized in (1) lifestyle venture (2) modest venture (3) promising venture (4) high-growth ventures and (5) revolutionary ventures. A great framework for the entrepreneur who needs to decide the category he aims for and what's needed. Some of the author's findings are based on Bhide's 'the Origin and Evolution of New Business' - while Bhide's achieved a masterwork on entrepreneurship for academics, Extraordinary Entrepreneurship excels in practicality without missing depth. Extraordinary book indeed! 10 of 0 people found the following review helpful. One of the best on entrepreneurship By Adedoyin Adebayo I have bought and read so many books on entrepreneurship and seems to be getting the same idea and information. I was fascinated by the price of this book initially wondering why it could sell for that amount. Extraordinary Entrepreneurship is a book you cannot read and finish just at a goal. You have to keep on reading, studying and applying a lot of ideas whether you are a business owner or a consultant. I have learned a great deal from this book and I want to recommend this book to anyone who is interested in starting his own business as well as someone who is into training/coaching people on entrepreneurship.

The 21st Century brings all new rules. Entrepreneurs are challenging conventional wisdom and thinking outside the box. One of the first challenges involves challenging the assumption that a business has to be big to be successful. While most of the 20th century heralded big businesses, it is clear that businesses no longer have to be big to do big business. Now it is possible for a handful of people to operate a global business from virtually any place on the planet. Today, the keyboard has overtaken the boardroom. Financial markets, alliances, and joint ventures have eliminated the need for entrepreneurs to put up substantial capital investments. Today's businesses are driven by ideas, innovation, and execution. This book will show entrepreneurs and business leaders will provide CEOs and entrepreneurs with the tools that they will need to become leaders in their market.

From the Inside Flap "The marketplace calls out for new ideas, new products, new services, and new approaches. New ventures no longer have to live off the table scraps left by big businesses. Today, market segments are emerging that didn't even appear on yesterday's radar screen. Today, breakthrough technological advances make things possible that no one ever dreamed of a few years ago." — From the Preface Extraordinary Entrepreneurship is not for people who want to start a mom-and-pop type of business. Instead, it is written for people who want to start an exceptional enterprise. It is written for executives, managers, engineers, scientists, inventors, and other professionals who want to break away from their organizational boxes, who want to seize the moment, and who want to experience the thrill of creating an exceptional enterprise. This book is also a valuable resource for bankers, attorneys, accountants, consultants, and educators who want to assist people who are about to embark on the entrepreneurial journey. Extraordinary Entrepreneurship guides prospective entrepreneurs through its fourteen-step New Venture Creation process by offering timely and practical guidance for identifying and evaluating market opportunities, systematically developing a business plan, and securing the appropriate level and type of funding. Extraordinary Entrepreneurship is for professionals who want to create a business that: Capitalizes on lucrative market opportunities Is positioned to achieve a high rate of growth Offers goods and/or services that are in sync with its target market Has significant and sustainable competitive advantages Generates considerable wealth for the founder(s) Extraordinary Entrepreneurship provides insights into the qualities and capabilities entrepreneurs must have to start a successful venture. It applies the latest accounting, finance, and marketing practices to the entrepreneurial process. It illustrates how having a keen sense of timing, doing perceptive market research and test marketing, analyzing key feasibility and logistical issues, and having a flexible funding plan prepared in advance are essential before launching the venture. It also demonstrates how using kaleidoscopic thinking, developing competitive matrices, being the first mover, bootstrapping, and establishing a network of value-added advisors will enable prospective entrepreneurs to boldly go where no venture has gone before. Extraordinary Entrepreneurship profiles various challenges associated with starting a high-growth venture. It also provides valuable insights through numerous "reality checks" that encourage entrepreneurs to look before they leap. From the Back Cover Don't Let Your Innovative Business Idea Sit on the Shelf One More Day! Extraordinary Entrepreneurship is not for people who want to start a mom-and-pop type of business. Instead, it is written for people who want to start an exceptional enterprise. It is written for executives, managers, engineers,

scientists, inventors, and other professionals who want to break away from their organizational boxes, who want to seize the moment, and who want to experience the thrill of creating an exceptional enterprise. This book is also a valuable resource for bankers, attorneys, accountants, consultants, and educators who want to assist people who are about to embark on the entrepreneurial journey. This entrepreneurial road map guides prospective entrepreneurs through its 14-step New Venture Creation process by offering timely and practical guidance for identifying and evaluating market opportunities, systematically developing a business plan, and securing the appropriate level and type of funding. Extraordinary Entrepreneurship is for professionals who want to create a business that: Capitalizes on lucrative market opportunities Is positioned to achieve a high rate of growth Offers goods and/or services that are in sync with its target market Has significant and sustainable competitive advantages Generates considerable wealth for the founder(s) With insights into the qualities and capabilities entrepreneurs must have to start a successful venture, Extraordinary Entrepreneurship applies the latest accounting, finance, and marketing practices to the entrepreneurial process. It illustrates how having a keen sense of timing, doing perceptive market research and test marketing, analyzing key feasibility and logistical issues, and having a flexible funding plan prepared in advance are essential before launching the venture. It also demonstrates how using kaleidoscopic thinking, developing competitive matrices, being the first mover, bootstrapping, and establishing a network of value-added advisors will enable prospective entrepreneurs to boldly go where no venture has gone before.

About the Author STEPHEN C. HARPER is President of Harper and Associates, Inc., a management consulting firm. He is also Progress Energy/Betty Cameron Distinguished Professor of Entrepreneurship at the University of North Carolina at Wilmington. Steve has worked with entrepreneurs in the United States and Canada for more than thirty years. He is on the editorial review board of the Journal of Business and Entrepreneurship and serves on the board of directors of Wachovia Bank (Wilmington area) and the Coastal Entrepreneurial Council, of which he is a cofounder and a former president and executive director.