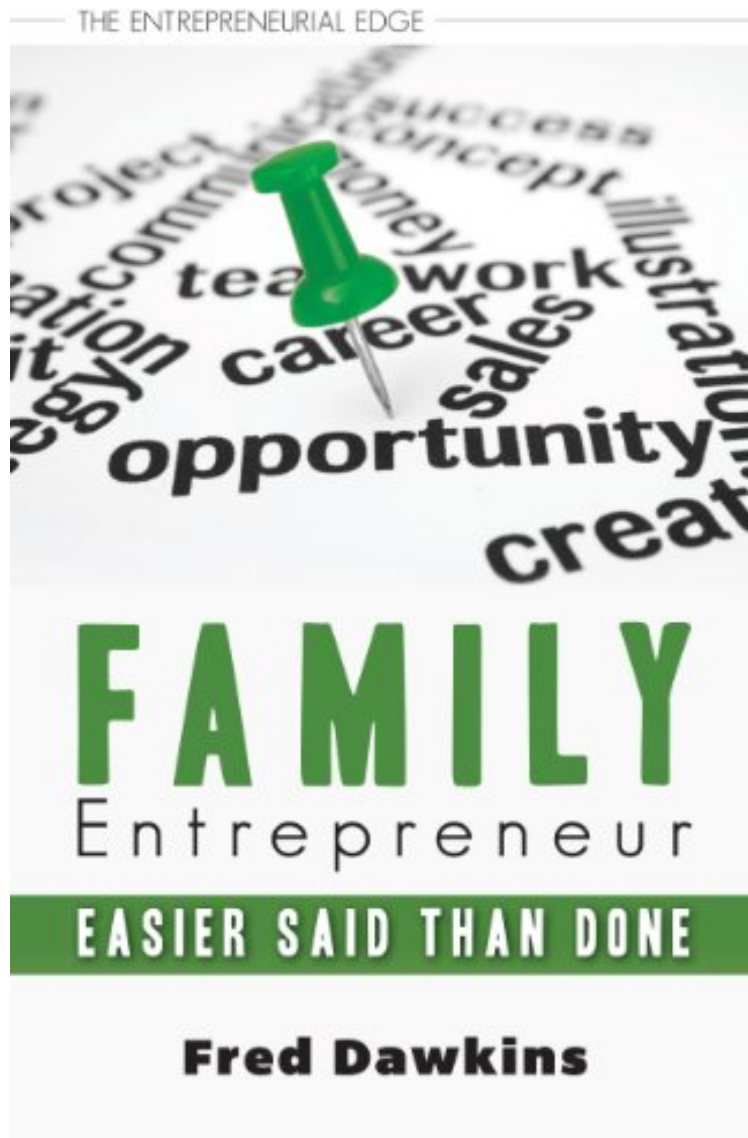


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Fred Dawkins

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Fred Dawkins : Family Entrepreneur: Easier Said Than Done (The Entrepreneurial Edge) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Family Entrepreneur: Easier Said Than Done (The Entrepreneurial Edge):

Family Entrepreneur guides you through a reassuring learning experience on the qualities entrepreneurs need and the challenges they can expect when operating a family business. Issues are brought out by discussion and a wide range of anecdotes.

This book is an exceptional read that paints the bigger picture of entrepreneurship through easy but important dialogue. I recommend anyone interested in starting a business or entrepreneurship in general read this and take notes. - Douglas Lusted, CEO Linkett, The Next 36, first cohort the Creative Destruction Lab at the Rotman School of Management, University of Toronto (Douglas Lusted) In the age of Twitter, it warms the heart that smallbizpreneurs still rule the roost and family business remains the proven formula. (Peter C. Newman Legendary Canadian Journalist and Author) This second book in the series ought to become the bible for every entrepreneur and budding entrepreneur, as it is full of very valuable, helpful, and vital advice, and is very cleverly written. It is a book that should be read over and over and be dipped into whenever there is a query or problem. (Frank Weisinger Past national president of the Life Insurance Association (UK)) Author Fred Dawkins has penned another winner with Family Entrepreneur. The third-party narrative style of storytelling allows for a variety of opinions to be put forward while maintaining an entertaining read. Chocked full of real-life scenarios and challenges that face every business, this book will engage all entrepreneurs from every generation, whether in a family business or not. (David Wojcik Host and executive producer, BiZ TV Canada) Fred's book is thought-provoking and highly entertaining while being truly insightful. Readers are challenged on their own beliefs and characteristics regarding entrepreneurship, mentors, career, and family. At times I was laughing and other times intrigued by the business concepts subtly being offered. It is full of rich ideas on how to develop and maintain an entrepreneurial mindset and how to build a business the right way, avoiding the issues that have caused others to stumble. As a serial entrepreneur and business coach I highly recommend Fred's Family Entrepreneur for those in business or thinking about starting one. - Bill Simmel, CEO and founder, Phoenix ONE Sales, Marketing, Management + Communications Inc. (Bill Simmel) In his second book, Family Entrepreneur, Fred Dawkins uses the same intimate discussion format that made his first book, Everyday Entrepreneur, so informative and such a great text for seminars. Fred's experiences as a successful family entrepreneur form the basis of real-life discussion for concepts such as funding through leadership and the pitfalls and opportunities of personal issues, entitlement, rewards, and succession that have special significance in a family setting. Whether a beginner, well into an entrepreneurial venture, or a professor of business, this book is a must. It's great stuff. (Dr. Freeman McEwen Dean Emeritus, University of Guelph) Reading Fred Dawkins's book is like having an experienced business coach who's already walked down the same road you're traveling, right there with you. While reading this book you're bound to sigh with relief as he examines all the mildly crazy things we do as family entrepreneurs. (We are not alone!) You'll raise your eyebrows, smack yourself on the forehead, and underline text reflecting his simple solutions and powerful observations, and you'll feel a surge of motivation as you put them into play immediately. So accurate are his examples of family business dynamics that you'll feel such a familiarity you'll swear he's been reading your email. Written in a storybook format that's enjoyably easy to read, you'll want to take this book along with you on your next vacation. I have a hunch it's going to be a book I return to and recommend on a very regular basis. (Sherri J. Griffin Training and development professional) Focusing on family business and family dynamics, the Family Entrepreneur will give you the courage to tackle your own situation. Family relationships are complicated in the best of circumstances, and running a company means constantly adapting to changing environments. Dawkins provides sage advice for anyone in a family business, emphasizing how important it is to face the issues head-on as rationally as you can and not to allow emotion to dominate the conversation. The valuable insights will guide you no matter where you are on the entrepreneurial timetable. (Dr. Elizabeth A. Stone Dean, Ontario Veterinary College (OVC), University of Guelph) In the fast-paced age of corporations and global multi-billion dollar industries, Family Entrepreneur is a riveting road map for all readers, regardless of their desire to become an entrepreneur. Effective and cleverly narrated through the eyes of a young female entrepreneur, Family Entrepreneur showcases the challenges, rewards, and opportunities within life and family business from varying timelines. It's easy to find oneself and relate to the characters throughout the book. It reads like a novel, but is a sneaky and fun way of teaching the tools of the trade of family entrepreneurship. - Maryam Latifpoor-Keparoutis, Senior development manager, College of Physical Engineering Science (CPES), University of Guelph (Maryam Latifpoor-Keparoutis) Utilizing his exemplary storytelling skills, Fred Dawkins has written an excellent book about entrepreneurship in a family setting environment. He cleverly exposes how frequently family members butt heads during the running of a family business and how difficult it can be to resolve differences among family members. If you're a small business or entrepreneur working with your family in your business, I would highly recommend that you read Family Entrepreneur. It will provide you with valuable insights on how you might be better able to deal with the challenges in running a family's business. (Jeff Sheehan Author of HIRED!: Paths to Employment in the Social Media Era) Fred Dawkins does it again with his second book in the Entrepreneurial Edge series. Family Entrepreneur presents us with yet another set of entrepreneurial everymans (and women) amongst

whom every reader can find a kindred soul. Learning through these characters feels like private advice shared over coffee with a dear friend. It's the kind of advice that sticks with you and the kind of book you will return to. As an entrepreneur currently working alongside family, this is a book I will share with everyone on our team, be they related or not. - Laura Brodie, Manager of marketing and communications, Bridgit; second cohort, Creative Destruction Lab, Rotman School of Management, University of Toronto (Laura Brodie) Fred Dawkins sure can tell a story. I really enjoyed his previous one: *Everyday Entrepreneur*. Again with *Family Entrepreneur* he gives us a great story and a pleasant read. He provides wisdom, comfort, and learning about entrepreneurship from a family enterprise point of view. I kept thinking of those I know in that situation that would have benefited from reading it earlier in their life. If you are part of a family enterprise, here's a chance to learn from Fred, an accomplished family entrepreneur, and make your life much more effective and rewarding. - Brendan Calder, Entrepreneur in residence and adjunct professor, *GettingItDone*, Rotman School of Management at the University of Toronto (Brendan Calder) About the Author Fred Dawkins is a serial entrepreneur who co-founded the Olde Hide House, Canada's largest leather goods store. He is a partner in the Creative Destruction Lab at the Rotman School of Management at the University of Toronto. The first book in this informative series, *Everyday Entrepreneur*, was published in 2013. He lives in Guelph, Ontario.