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Invent, Reinvent, Thrive: The Keys to Success for Any Start-Up, Entrepreneur, or Family Business

Lloyd E. Shefsky

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Lloyd E. Shefsky : Invent, Reinvent, Thrive: The Keys to Success for Any Start-Up, Entrepreneur, or Family Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Invent, Reinvent, Thrive: The Keys to Success for Any Start-Up, Entrepreneur, or Family Business:

0 of 0 people found the following review helpful. Staying AliveBy Leonard BattersonAs a long time venture capitalist in Chicago I have known Lloyd Shefsky for many years where he founded a very successful law firm, became a legendary professor at Northwestern University on Entrepreneurship and Family Business, set up a family business institute, and is a renown blogger on these subjects. Lloyd has also invested in and counseled a number of firms that were started with and built with venture capital financing. Lloyd knows the subject and the score. His new book "Invent Reinvent Thrive is a masterful guide to the challenges that all businesses will face at sometime in their life to fundamentally change the nature of the business. Some do this incrementally, and some must do it revolutionarily. Lloyd interviewed many highly successful entrepreneurs and business owners including my old friends Tom Stemberg (Staples) and Larry Levy (the Levy Organization) as well as the Crown and Pritzker families of Chicago. There is much to learn from the challenges these entrepreneurs and families faced as customer needs, the environment, and family requirements changed. Lloyd tells it well and the lessons learned are likely to one day save your business. Buy the book, it's a steal, and will give you a blueprint to guide your business through rapid change. Len Batterson2 of 2 people found the following review helpful. This is the first of many business books that I have read that interestingly reads like a novelBy Eugene GolubInvent, Reinvent, Thrive: This is the first of many business books that I have read that interestingly reads like a novel. The book, like any novel, has a story line and excitement that is certainly compelling to the reader who has a business or a family business background. The author's interviews are with contemporary business entrepreneurs and reads as well as the great novels that have been written about George Washington, James Madison and Benjamin Franklin. The story exposes you to real people and companies in real time and makes you want to stand up and applaud creativity and at other times say to yourself "what were they thinking?" EGO of 0 people found the following review helpful. What I love about this bookBy Christina KsolWhat I love about this book, is that it tells the stories of important entrepreneurs, but offers so much more to the reader. It spans between the "up close and personal" stories that the author gets because of his relationships with these amazing people, and also thoughtfully carries us through learning lessons. You learn these mega-entrepreneurs are real people, with real issues and/or insecurities. You learn how they overcame all to find success. You learn real people make companies, not some special class of people. So after you read all the stories, you feel as though you too could in fact become an entrepreneur. That is what Lloyd Shefsky has taught over many, many years. These are the live case studies that show how very different people, from diverse socio- and economic backgrounds realized their entrepreneurial dreams. You will feel like you should start a company after reading this book! And what a delight, to feel so good about America's iconic entrepreneurs.

In today's uncertain world of business, one rule stands above the rest: If you want to survive--let alone thrive--you must embrace change. Everything else comes after. In *Invent Reinvent Thrive* Kellogg School of Management Professor Lloyd Shefsky provides the inspiration and insight any entrepreneur or family business needs for long-term success--and he backs it all up with proven models of what works and what doesn't. Shefsky reveals the common thread of all business success stories: reinvention. He explains not just how to reinvent concepts and ideas from the start, but ways to continuously innovate and reinvent your business to meet today's constantly changing marketplace conditions. In addition to his own expert insight, Shefsky provides firsthand advice through case studies derived from dozens of original interviews with entrepreneurs and family business giants, consisting of the leaders of some of today's most successful companies, including: Howard Schultz (founder, Chairman, and CEO of Starbucks) Jim Sinegal (founder of Costco) Chuck Schwab (founder of Charles Schwab Co.) Tom Stemberg (founder of Staples) The author also gives special attention to family businesses (which account for over half the U.S. GDP) and how to address vexing family disparities, enabling family businesses to last more than two generations. *Invent Reinvent Thrive* offers all the answers you need to get your business where you want it to be. You'll learn exactly where new and multi-generational business owners fall short and miss incredible opportunities, why they fail to take the plunge or innovate--and how you can rework, revitalize, and reinvent your business not just to avoid the most common perils but to lead your business to the apex of your industry. "Entrepreneurship is not a cataclysmic event," Shefsky writes. "It is a constant process." Follow his advice through every step of the process and you will successfully invent, reinvent--and thrive. PRAISE FOR INVENT REINVENT THRIVE: "If you think business books are boring, this is your chance to prove yourself wrong. Storytelling is an art, and Shefsky brings that art to business. *Invent Reinvent Thrive* is a treasure trove of valuable lessons." -- STAN KASTEN, President and CEO, Los Angeles Dodgers; former President of the Washington Nationals and the Atlanta Braves, Hawks, and Thrashers "Invent Reinvent Thrive is full of wise and practical guidance for both would-be and continuing entrepreneurs. Shefsky's discussions provide wonderful advice that will aid anyone embarking on or continuing in an entrepreneurial enterprise." -- DAVID RUDER, former Chairman, Securities Exchange Commission "Our company's direct experience with Lloyd Shefsky . . . inspired us to methodically pursue Brown-Forman's never-ending greatness, and this book can do the same for others. I highly recommend *Invent Reinvent Thrive* to all businesspeople." -- PAUL VARGA, CEO and Chairman, Brown-Forman Corporation, producer of Jack Daniels, Finlandia, Southern Comfort, and other spirits "Lloyd Shefsky tackles the issues many entrepreneurs face and offers practical advice to defy the odds. If you've had business success, yet need to

go to the next level, read this book." -- GINGER GRAHAM, former President and CEO, Amylin Pharmaceuticals, and former faculty at the Arthur Rock Center for Entrepreneurship at the Harvard Business School "This is a very serious study of a critical issue, and no one dealing with entrepreneurship or family businesses should make the mistake of ignoring it." -- ISRAEL ZANG, Professor and former Dean of Business School and Vice Provost of Tel Aviv University

About the Author LLOYD E. SHEFSKY is Clinical Professor of Entrepreneurship at Kellogg School of Management, as well as founder and Co-Director of the school's Center for Family Enterprises and cofounder of its Center for Executive Women. Cofounder of several businesses and nonprofits, he has taught, lectured, and spoken in China, Japan, Thailand, Canada, Israel, and throughout the United States. Invent Reinvent Thrive is Shefsky's first book since his 1994 debut, *Entrepreneurs Are Made Not Born*.