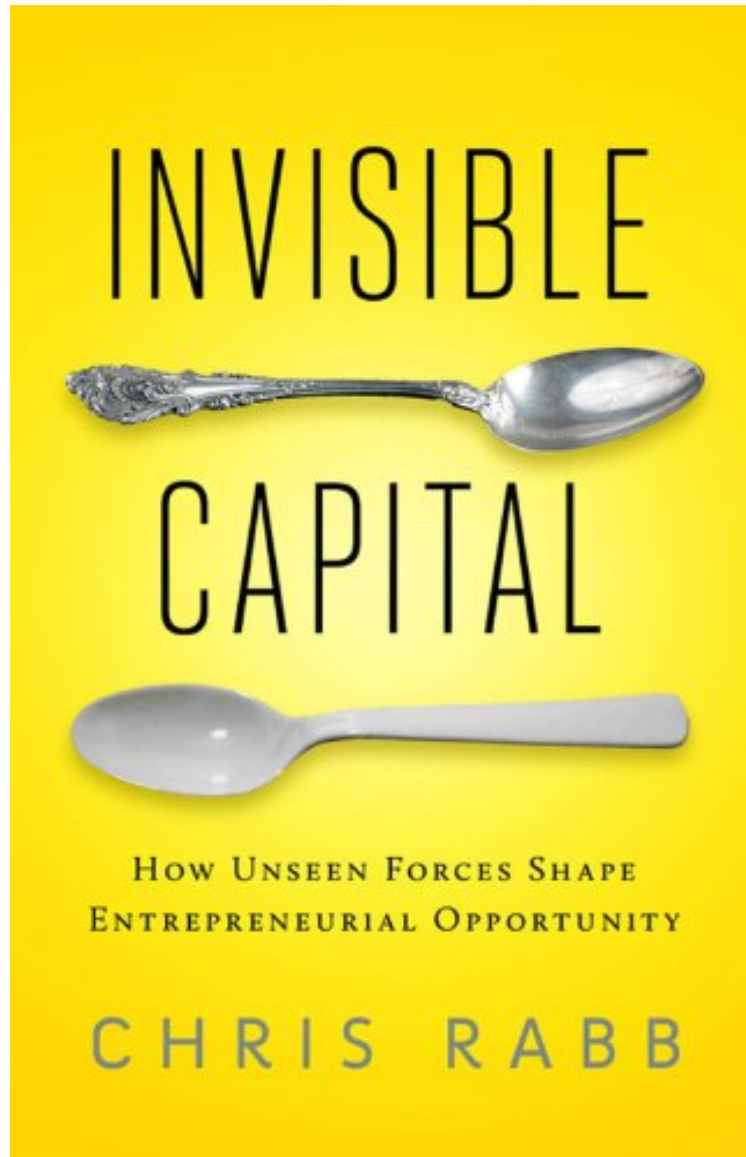


Invisible Capital: How Unseen Forces Shape Entrepreneurial Opportunity

Chris Rabb

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Chris Rabb : Invisible Capital: How Unseen Forces Shape Entrepreneurial Opportunity before purchasing it in order to gage whether or not it would be worth my time, and all praised Invisible Capital: How Unseen Forces Shape Entrepreneurial Opportunity:

0 of 0 people found the following review helpful. Insightful, but ...By Meg SparrowI found the book's key point, Invisible Capital, to be very important concept/reality that the entrepreneur needs to understand before heading out on

this path. He correctly assess the fact that the level and the breath of entrepreneurial illiteracy is very great and contributes to the perpetuation of this myth by many well intentioned entities. I would recommend any aspiring business person to purchase this book and any engaged parent as well. It is worthy of a dinner table discussion. Having helped many entrepreneurs, I am amazed at how most are convinced that hard work and a good idea are the key to success. However, this book is not going to help you be successful in your venture. For that, I would highly recommend two books both by John Mullins; *Getting to Plan B* and *The New Business Road Test*. These books will increase your chances of success by 100x. Two of the best books on entrepreneurship ever! 4 of 4 people found the following review helpful. *The Real World of Entrepreneurial Opportunity* By lexerdg This book provides information, statistics and an honest discussion around the uneven playing field surrounding entrepreneurial opportunities. It is an important read for potential entrepreneurs, community leaders and elected officials truly interested in how to increase economic development on Main Street. The chapter on *Reframing Entrepreneurial Success...and Failure* is a game changer. The author has exposed more of the challenges behind the American Dream without dampening the spirit of the Entrepreneur. In truth, this book helps prepare the entrepreneur by exposing the real landscape behind the entrepreneurial journey. 0 of 0 people found the following review helpful. This book give you an idea By Magic Eddie Well tried, and tested Chris Rabb has an idea of what it take to open, run, and to keep running your business for years to come. It opens your mind. It gives you traction on the sheer sheet of ice of opening and running a business, that many would lead you to believe in a walk in th park. Well worth the money, this purchase could save you a lot of time and money and set your sights not only on running a business but a sucessful business that can sustain.

Writer, consultant and speaker Chris Rabb coined the term "invisible capital" to represent the unseen forces that dramatically impact entrepreneurial viability when a good attitude, a great idea, and hard work simply aren't enough. In his book, *Invisible Capital: How Unseen Forces Shape Entrepreneurial Opportunity*, Rabb puts forth concrete and effective ways entrepreneurs and their advocates can build and grow sustainable enterprises amid these unseen forces created by society's uneven playing field. By honoring democratic ideals, challenging assumptions, and reframing how success is defined, Rabb illuminates the promise of commonwealth entrepreneurship. This compelling and often counter-intuitive book illustrates how broad and meaningful entrepreneurial opportunity benefits not just individual entrepreneurs, but local communities and society at large.