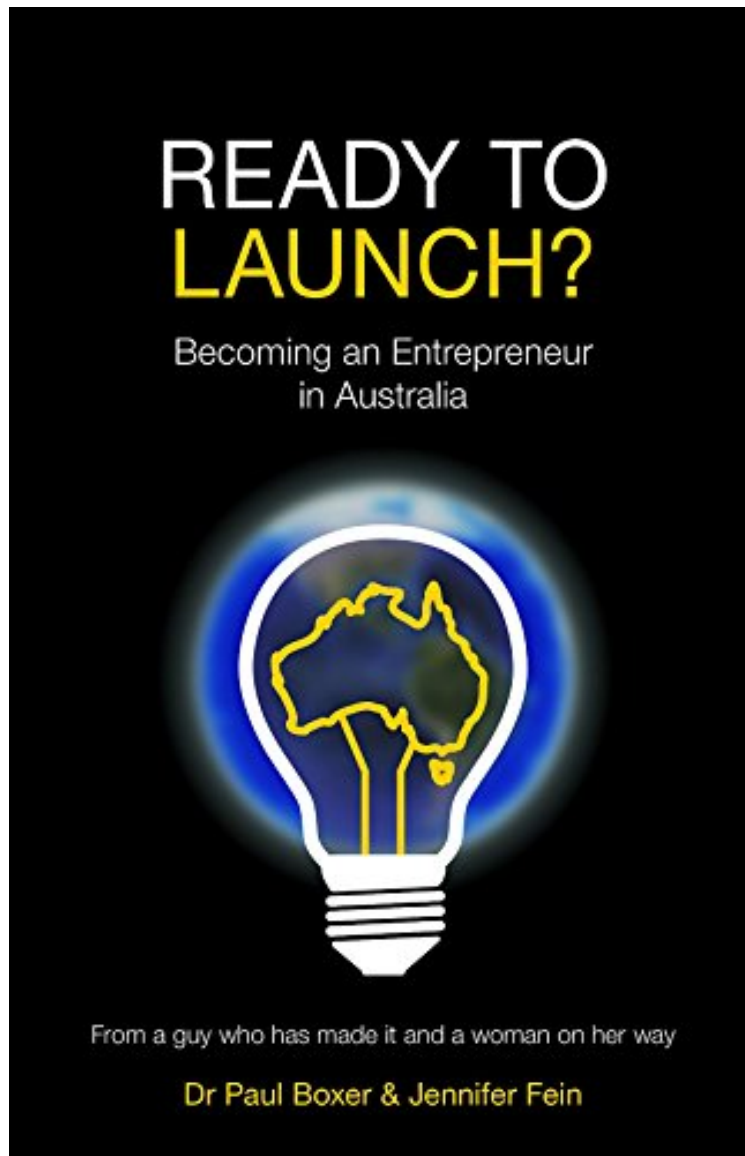


(Download) Ready to Launch?: Becoming an Entrepreneur in Australia

## Ready to Launch?: Becoming an Entrepreneur in Australia

*Paul Boxer, Jennifer Fein*

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**Paul Boxer, Jennifer Fein : Ready to Launch?: Becoming an Entrepreneur in Australia** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ready to Launch?: Becoming an Entrepreneur in Australia:

1 of 1 people found the following review helpful. Unexpectedly fun - as well as a valuable resource  
By Customer  
I was surprised at just how enjoyable this book was. Because of the writers' backgrounds, I was already expecting it to be rigorous and well researched; but I wasn't expecting it to be fun too. As someone in the depths of start-up land myself, this book has been incredibly valuable. Definitely recommended.  
1 of 1 people found the following review helpful.

Terrific PrimerBy Peggy S.I read this book to nurture my dreams of owning a business. Trying to wrap my head around the nuances of starting a business is nerve-wrecking. But this book is a terrific primer. It highlights the challenges you face as entrepreneur. It even gives you access to a quiz so you can assess your abilities and current skill set to be an entrepreneur. This is a solid read with lots of valuable information.

These days it seems quite trendy to be an "entrepreneur". Silicon Valley culture and the TV series has made it seem glamorous, in the US at least. This book takes a refreshing look at the realities of choosing this path in Australia, encouraging you to trust in your abilities; once you pass the enclosed test. Then providing invaluable advice from someone who has actually walked the path (Paul) and some perspective from someone who is just starting out (Jen).  
This book is inspired by Jen's quest to start a scalable and global software business based in Melbourne, Victoria, Australia. It is a collection of the wisdom that Paul has acquired through the hard work of actually building a scalable and global software business in Melbourne. The first part of the book is dedicated to determining if YOU have the requisite skills and personality required to be successful on your path to entrepreneurship. The second part of the book tackles all those "little" details that you have to deal with when you run the show and which you probably don't know but you have to learn FAST.

About the Author<http://sentientinception.com> Dr Paul Boxer is an Australian serial entrepreneur and founder of the Sentient group of companies. After a decade rising to become a Chief Engineer within GM, Paul left to get his PhD in Artificial Intelligence. The next 15 years saw him found 6 start-up companies successfully developing disruptive technologies. The largest, a multi-national called Sentient Vision Systems, sells market-leading Target Detection software into the international Defence and Search and Rescue markets. <http://sentientinception.com>