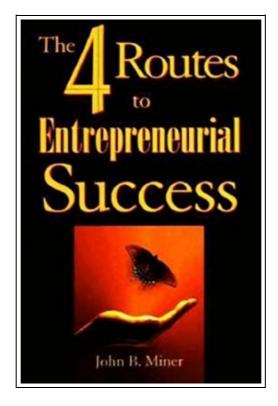
## The 4 Routes to Entrepreneurial Success (Paperback)



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BERRETT-KOEHLER, United States, 1996. Paperback. Condition: New. Language: English . Brand New Book. It is a common belief that there is an entrepreneurial personality-that a certain type of person is capable of becoming a successful entrepreneur, while others are not. Research supports this view, and yet there are countless stories of people who have failed in one entrepreneurial venture only to succeed in another, and still others who have achieved initial success, yet failed when their company reached a certain size. John B. Miner, an expert in the fields of entrepreneurship, human resource management, and personality psychology, has spent 20 years researching these and other curiosities about entrepreneurial success. In this groundbreaking book, he details his extensive research that shows that there is not a single entrepreneurial personality type, but rather, there are four distinct personality types that make for successful entrepreneurs. Based on 20 years of research and a systematic seven-year study of 100 entrepreneurs, The 4 Routes to Entrepreneurial Success details the distinctive characteristics of each of the four types and explains why they succeed or fail. Using Minerapos;s self-assessment questionnaire, youapos;ll discover whether you possess the talents, skills, and characteristics it takes to start and run your own business. The results of the questionnaire will help you determine how you can be successful as an entrepreneur. The different routes by which each of the four types achieves success are explored in detail, and numerous real-life examples of established entrepreneurs are included throughout. If youapos;re a would-be entrepreneur, this accessible, easy-to-read, and practical book can help you achieve the success you dream of. Miner explains that, to be successful, entrepreneurs must concentrate on their special talents and strengths, while finding ways to compensate for their weaknesses to accomplish the rest of the business process. For instance, while Supersalespeople...



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