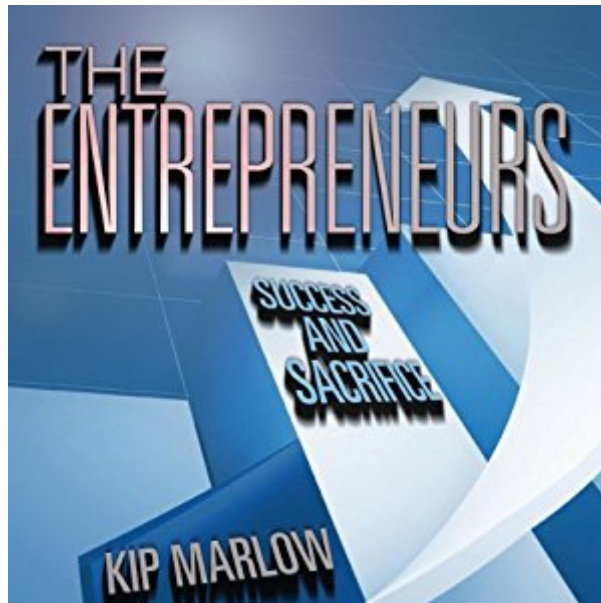


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# The Entrepreneurs: Success And Sacrifice



## Synopsis

What does it really take to become a successful entrepreneur? Just ask those who have succeeded. *The Entrepreneurs: Success and Sacrifice* is author Kip Marlow's inspiring new audiobook that gathers the success stories of small business owners who have transformed small businesses into highly lucrative enterprises through vision, persistence, and plenty of sweat. Culled from Marlow's interviews on his popular radio show, "Entrepreneurs Club Radio," this highly motivational collection is an invaluable learning tool for anyone who wants to get ahead in their own business. In *The Entrepreneurs*, each featured business person tells his or her own story about starting and growing their businesses, while sharing the lessons they learned, the strategies they employed, and the secrets of their success. This audiobook also expands upon the art of being flexible and changing when the market changes. In the aggregate, these candid profiles paint a vivid picture of the characteristics and habits of the visionary risk-takers who shrug off nay-sayers and embrace the unsure waters of forging new businesses. Now more than ever, start-up companies are the key to a robust American economy. By taking cues from individuals who have overcome lean times, lack of support, and uncharted territory, others who aspire to launch or expand a small business will have the information and inspiration they need to hit the ground running and stay the course until they have turned potential into profit. With clarity, focus, and determination, anyone with a concept and some conviction can join the ranks of the entrepreneurs.

## Book Information

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## Customer Reviews

The essence of the entrepreneurial spirit is being documented here and that is important because it

is lives differently in every person who struggles with the demon that drives them to succeed. If Kip had added his analysis of what drives these entrepreneurs it would have had some far reaching value. He had the perfect lab setting to collect far more meaningful data and develop a manual for the future study of the entrepreneurial phenomenon. He just didn't go far enough and he had the sources and the skill to do more than a "Puff Piece". Kip has interviewed many business people and seems to get their struggle because he did it when he was younger. I wish he had not been so simplistic in his approach since we didn't get much of his perspective on each case he interviewed. The true value of a book like this would have been to have his comments recorded about the technique of each one he interviewed, and his guidance to the reader who is trying to figure out how he can emulate some of this behavior.

A quick read to see at a very high level what it takes to be successful in business. I agree with another reviewer that some stories could have been richer, but this book seems designed for the quick read and to show that anyone can be successful in business. Old, young, born with a silver spoon, born with a wooden spoon, woman, man, or minority there will be valleys that one must overcome. Can't wait for Mr. Marlow's next published work

It doesn't matter if you are thinking about becoming an entrepreneur or if you are a seasoned entrepreneur, this book is a must-read. The stories are short, easy-to-read, and inspiring. A great insight for anyone interested in Entrepreneurship. You won't be able to put it down. From one story to the next - each one is different, but all are outstanding!

This book makes me want to work harder, smarter, and helps me relate to the entrepreneurs as protagonists of their own stories. Many of the entrepreneurs decided to develop something they are personally interested in into a business. The businesses are compatible with their way of life. Some thinking is shrewd, some analytical. The entrepreneurs take dreams and sustained passion to build them into pragmatic realities. Tim Eippert biked around town, found many businesses whose signs needed to be repaired, and successfully called on them for work. So he found "points of opportunity" and built up his leads. I love how Cathy Horton researched everything from her potential customer's perspective... she's very diligent and found where her customers were uncomfortable with her competitors. She then tackled these areas, solved her customers' "point of pain" and became a major player in the lubricant market. Research pays off. Tim Dimoff drew from a large group of business mentors to help him focus his business direction. Others identify a need and turn it into a

business. Mario Jurcic discovered that many businesses and institutions were not disposing of hard drives properly, and thus Secure IT Asset Disposition Service was born. While working for a vacuum cleaner manufacturer, Diana Richards discovered that retail stores need help purchasing and maintaining vacuums. This led to Richards' creation of Vacuum Systems International. Much of the success of these entrepreneurs' projects is because they looked around, found something lacking they could correct--or some other opportunity--and took it. Kathy Smith is senior developer at Lakenetwork.net website development company.

Kip Marlow's book *The Entrepreneurs: Success and Sacrifice* is a great read for anyone seeking to learn from both the trials and good fortunes of others. Filled with stories of hope and sorrow, the author outlines each entrepreneur's road to success in an entertaining, yet informative manner. I highly suggest this book to any prospective entrepreneur or anyone curious about being a success!

Wow - what a great book! In this compact volume - clearly a labor of love - Kip Marlow weaves entrepreneurial success stories from a wide variety of business owners. The interviews and profiles are sharp, well-written, and loaded with real-life lessons. Each chapter is a snapshot of a successful entrepreneur and unlike most business books that portray these folks as infallible heroes, this book gets to the real heart of entrepreneurship - the uncertainty, the fears, the doubts, the surprises, the pivots and twists and turns. The book demonstrates that above all, entrepreneurship is about tenacity and being willing to fail, stumble, learn, re-learn, and unlearn along the winding road to success. This is a book you'll want to come back to over and over again as your own business adventures evolve and progress. It's almost as valuable as having a dozen smart entrepreneurs in your back pocket giving you guidance and advice on demand. Highly recommended for anyone who wants to start a business and any entrepreneur who wants to grow their business.-- David Newman, author of *Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition*

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