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## From Idea to Success: The Dartmouth Entrepreneurial Network Guide for Start-Ups (Business Books)

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**Gregg Fairbrothers, Tessa M. Winter : From Idea to Success: The Dartmouth Entrepreneurial Network Guide for Start-Ups (Business Books)** before purchasing it in order to gauge whether or not it would be worth my time, and

all praised From Idea to Success: The Dartmouth Entrepreneurial Network Guide for Start-Ups (Business Books):

3 of 3 people found the following review helpful. This is an excellent guide for all companies not just start-upsBy Csaba NagyThis is such a practical book that you will put it down only because you want to leap out of your chair and implement something. Why? Because its hands on approach de-clutters the mind enabling the path From Ideas to Success to be much clearer. I'll admit that maybe I'm prone to a little hyperbole, but that's only because I've read a dozen books on entrepreneurship ranging from the academic to the fable and this is only one that I enjoyed reading AND will use it as a reference in the future. The book is well written and well executed; it distills the essentials into a volume that could have been twice the size. The book provides both the theory and the resources needed to execute in every area of business with many relevant examples in each chapter from entrepreneurs and investors. It often uses a question and answer format that is very efficient, yet the chapters still flow well and don't feel like a FAQ page on a website. An example of a topic that is often not covered well (if at all) in other books is the Board of Directors. The sections in the thirteen page Chapter 9 "Building Boards" are as follows: Why Do You Need a Board of Directors?, The Roles and Responsibilities of the Board, What do you Look For in a Director?, How Do You Put a Board Together?, How Should a Board Work?, Advisors and Advisory Boards, and What I Know Now I Wish I Had Known Then. While this list may seem disjointed, when you read the chapter you will see it is cohesive, it flows well and it is useful. There is also a very handy resource section at the end of the book organized by chapter. The book is well structured; you can jump around from chapter to chapter without feeling lost. I couldn't find a table of contents anywhere on the web so here is a list for those who want to know the topics covered.PART ONE: THE FRAMEWORK -- Who is the entrepreneur? -- The right words to say -- What's the idea? -- Thinking about the market -- Intellectual property and licensing - Risk.PART TWO: BUILDING YOUR IDEA -- Building a business plan -- The founding team -- Building boards -- Employees and other people resources -- The competition -- Financing -- The law -- Nonprofits and social entrepreneurship.PART THREE: MANAGING THE COMPANY -- Everything is negotiable! -- On sales and selling -- Communication -- Leaders decide -- Accounting and money management -- Correcting your course -- Growing -- Liquidity events. What's missing from the book? I'm grasping at straws. The only thing I can think of is a companion workbook/website for those who learn by doing rather than just reading. But that's not a fair request. I haven't seen a workbook accompany a business book, let alone a textbook, in a long time. (But if ever Gregg and Tessa were to tackle such an ambitious project, I know the end result would be fantastic and I would be the first in line to buy it.)You will not be disappointed if you are an entrepreneur and looking to buy a generalist book. And if you feel you were mislead by my review, I'll gladly trade your copy for one of my dusty reference business books taking up space on my shelf.0 of 0 people found the following review helpful. get it - you will need it...By Ali know gregg fairbrothers personally - he is a great guy very smart.this book is a resource for entrepreneurship that will become a go to guide for many.as a successful serial entrepreneur, i wish gregg had written it sooner!it will be great to see the stories that unfold from this book...0 of 0 people found the following review helpful. Three StarsBy HeatherI only purchased this book as a requirement for school

Turn Your Great Idea into a Thriving Business! ldquo;A guide that sets first-time entrepreneursquo; feet in the right direction.rdquo; Geoffrey Moore, author, Crossing the Chasm ldquo;There are many books on entrepreneurship, but this is one of the few that will convert individuals to entrepreneurs.rdquo; Desh Deshpande, founder, Deshpande Center for Technological Innovation, MIT; chairman, A123 Systems; cochair, National Council for Innovation and Entrepreneurship About the Book: Are you among the many Americans who dream of starting a business but think you donrsquo;t know how? Help has arrived . . . For generations, Dartmouth College and the Tuck School of Business have influenced and driven global entrepreneurship. Dartmouth firsts include the world petroleum industry, technological breakthroughs like artificial intelligence and BASIC computer language, as well as popular products, such as the Nerf football and the game Cranium. Today a key resource for the Dartmouth Community is the Dartmouth Entrepreneurial Network (DEN), which helps anyone from undergraduates to faculty to alumni get their ideas off the ground and into the marketplace. In From Idea to Success, entrepreneur, professor, and DEN founder Gregg Fairbrothers takes you step by proven step through the DEN approach, showing you how to apply the same principles to make your vision a reality. If you have an ideamdash;any ideamdash;from major technology innovations, to consumer products or services, to social enterprises, From Idea to Success shows you how to bring it to fruition. This A to Z guide based on the startup experiences of literally hundreds of entrepreneurs makes the process simple as possible by breaking it down into three distinct parts: Step 1: Focusing and Refining Your IdeaDefine your goals, pinpoint your market, protect your idea, manage the risks in your undertaking Step 2: Business Planning Best Practices Create a business plan, build your team, learn about the competition, raise finances, get the important legal issues right the first time Step 3: Managing Your Company Build your negotiating, selling, and decision-making skills; manage your finances; correct your course; manage the transition to a healthy, growing business Building a vibrant company based on your own creativity and hard work is one of the most fulfilling human enterprises there is. With this book and

your own experience you can think and act like a successful entrepreneur from the very start.