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## How Entrepreneurs Think: It's Never About The Money

Frank McCarthy

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It's Never About The Money



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**Frank McCarthy : How Entrepreneurs Think: It's Never About The Money** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How Entrepreneurs Think: It's Never About The Money:

1 of 1 people found the following review helpful. very neat stories - definitely recommendedBy Gisela HausmannFrank McCarthy's "How Entrepreneurs Think: It's Never About The Money" is a very neat book, only the title is somewhat misleading. While the reader might expect a scholarly book, this is a story book. Some titles of McCarthy's stories:1: A Call to Arms2: Painted Sticks3: Criticism is Confession Panel: The Junkyard Dog and the Poodle5: Leaving School to Get an Education Panel: How to Think Like an Entrepreneur7: The Omega Syndrome Panel: It's BrokenOne of the best stories in the book is SEEING WHAT OTHERS CAN'T SEE. It tells how one of the author's friends, Craig McKinney, set up his own bank in Dublin in 1978. At first, Craig wanted Trinity

Bank's client book merely so he could lease more cars to the clients. Turns out the bank building (undervalued at -50%) came with it. This is a particular neat story because it draws attention to the fact that entrepreneurs have to keep their eyes open - maybe there is more to the deal...I recommend the book based on that these are very unique stories (the painted stick story stands out in particular) but I disagree with the author's thought, "... 'Do I want to be an entrepreneur, or don't I?', this is the question you must ask yourself..." Personally I believe the entrepreneurs have to have a product or service (or a concept thereof) they believe in. You cannot only believe in yourself you have to have a specific goal (even if that might change) too. McCarthy mentions Mark Zuckerberg a few times. Obviously, Zuckerberg had to have a vision of his product first before he became an entrepreneur. A very neat book, Gisela Hausmann, author blogger

's Never About the Money is the story of an entrepreneur, written by an entrepreneur for people who want to become entrepreneurs. Frank McCarthy has always been an entrepreneur: from the age of eight, he was out on the streets of Dublin selling 'painted sticks'. Blessed with an ability to see solutions where others only see problems, Frank developed his early career as a salesman before deciding to strike out on his own to great success. 's Never About the Money offers sensible, solid advice to anyone who ever thought about starting their own business - but was afraid to do so. Frank's favourite quote is: 'Fear knocked on my door. Faith answered and there was no one there'. And the book is endorsed by no less than Dermot Desmond and Denis O'Brien, who say: 's Never About the Money is the accumulation of the knowledge that Frank learnt from working in the British Leyland assembly plant, to being one of Ireland's first photocopier salesmen, to establishing his building services business. It demonstrates why he is such a natural entrepreneur, with a gift for recognising opportunities in the fast-moving world we live in now. Dermot F Desmond: 'We all recall that first bicycle ride, especially the falling off part! But the determination to get back on the bike with bruised knee and battered ego is what matters most. Then there is the exhilaration of the wind blowing in your face as you freewheel down the road, having got back on the saddle. The road of life is no different. I hope many young women and men interested in business read 's Never About The Money. They will learn so much. Denis O'Brien