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## How to be an Enterpriser

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### HOW TO BE AN ENTERPRISER

Dr Owen O'Brien

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Owen Orsquo;Brien studied business at university and so has three letters ndash; DBA ndash; after his name. Much more importantly, before that he spent more than 20 years running businesses out in the great wide world ndash; with some success. He learnt a lot and wants you to know what he learned. Hence this ebook: HOW TO BE AN ENTERPRISER. In this short, rich in experience, ebook, Owen looks at: What business does; Problems and opportunities; Observation; Imagination; Ideation; Trial ndash; and error; Bootstrapping; and Sales and he exhorts you, the reader, to ldquo;Stop thinking ndash; just do it!rdquo;