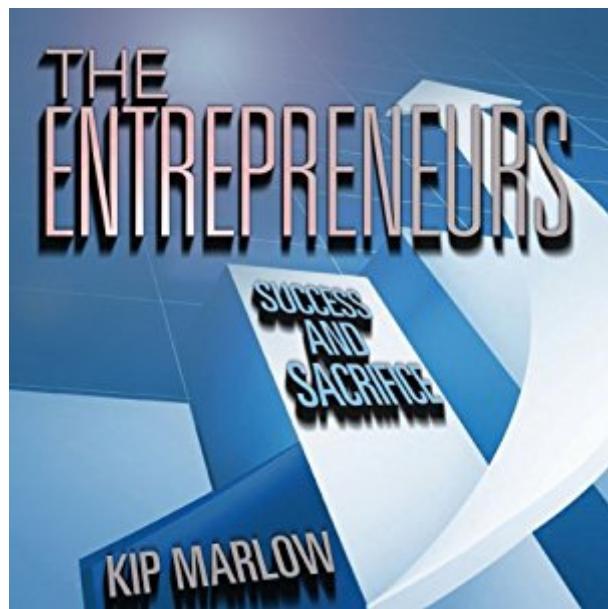


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# The Entrepreneurs: Success And Sacrifice



## **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.

Kip Marlow's book is inspiring, and yet down-to-earth. It could conceivably be read in one sitting but I suggest you don't race right through. I took time to digest every one of the short chapters about real people who overcame their own circumstances, personal shortcomings or challenges in their chosen field to succeed as entrepreneurs. Among the book's 22 very successful entrepreneurs are: the lawn-care company owner who took a six-month sabbatical to really study his company processes, converting the business from a cash-flow catastrophe to a thoughtfully structured and profitable business; the manufacturer who asked his employees to evaluate what they wanted in new hires and found they wanted not great CNC machinists but teammates who were safety-conscious and willing to learn; the building contractor who embraces challenges in his business because that is proof that he is a player. I love a good story! And you will too.

Professional athletes study film for hours to learn the best approach, the best counter punch, the best defense, the best offense. Why? Because while experience is a thorough teacher, professionals know that experience is in fact NOT THE BEST teacher. Another person's experience is the best teacher!!! Pros study film so they can learn to duck and counter by watching somebody else get pummeled. The same principle applies to entrepreneurship! We must learn from those who came before us if we are to win big. Studying the entrepreneurs of past and present is the single best way to improve your game WITHOUT THE PAIN OF GETTING HIT. And this is EXACTLY what Kip provides in this book. Learn offense. Learn defense. Learn to hit and not get hit. Its all there. Real life training for anyone interested in starting or already running a business today... this

book is our gym.

Really interesting book, great perspectives on entrepreneurship. Was assigned to me for class but I genuinely enjoyed reading it. Even if you don't have to, I suggest picking this book up for a read.

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

I thoroughly enjoyed reading *The Entrepreneurs: Success and Sacrifice*. In fact, I enjoyed it so much that it made my Christmas giving list this year. Reading about the efforts - many of them fairly unorthodox - of this group of overachievers was motivational for me. It came at a time when my own business has been struggling. Reading about the struggles and successes of this group helped rekindle a sense of purpose and drive in me. I am looking forward to volume II.

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 is a super book that is a must-read for anyone who wants to become an entrepreneur or who is already an entrepreneur and needs some motivation and good strategies. I thoroughly enjoyed the entire book and would encourage any business professional to read it. As a coach, I read many business books, and this book is one of the best books that I've read this past year. David Rust, President, Coaching Solutions

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