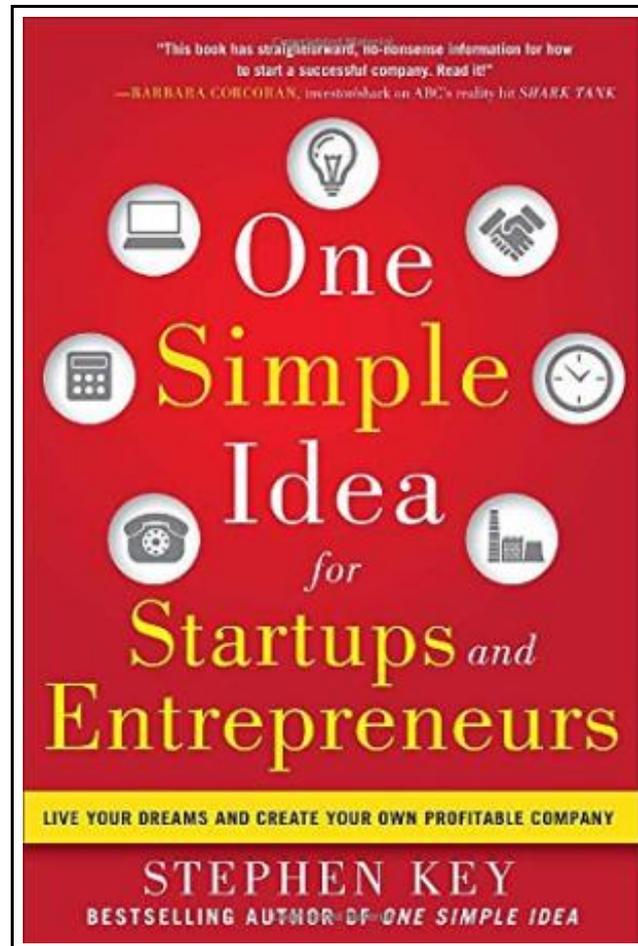


# One Simple Idea for Startups and Entrepreneurs: Live Your Dreams and Create Your Own Profitable Company



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## Reviews

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## ONE SIMPLE IDEA FOR STARTUPS AND ENTREPRENEURS: LIVE YOUR DREAMS AND CREATE YOUR OWN PROFITABLE COMPANY



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, One Simple Idea for Startups and Entrepreneurs: Live Your Dreams and Create Your Own Profitable Company, Stephen Key, From award-winning entrepreneur, inventor, and business owner Stephen Key comes the highly anticipated follow-up to his bestseller One Simple Idea. How many times have you seen a product and thought, I know how to make that better? Or not seen a product and thought, How is it that no one has invented this yet? And when haven't you thought, I need to be my own boss? You're thinking the right things. Now, the next step is to take action-and that's exactly what One Simple Idea for Startups and Entrepreneurs is all about. Stephen Key, one of the world's leading experts on getting business ideas off the ground, revealed in his groundbreaking book One Simple Idea just how simple it is to make a fortune by selling or "renting" your great ideas. Now, he helps you live the entrepreneurial dream by delivering a proven, straightforward process for starting, growing, and running a business - without the need for an MBA or millions of dollars in funding. As an inventor and successful business owner, Key brings a unique and fully rounded perspective to the subject, teaching you how to: develop, test, and protect your idea; plan and launch your business; manufacture, package, market, sell, and distribute your product; manage and grow your business; prepare for and implement your endgame; key draws on his own experience as a billion dollar inventor to offer how-to's and other take aways you can use to get off the ground and into the black; case studies, tips, and advice from other successful entrepreneurs underscore key principles to make it easier than ever for you to achieve your business and...

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