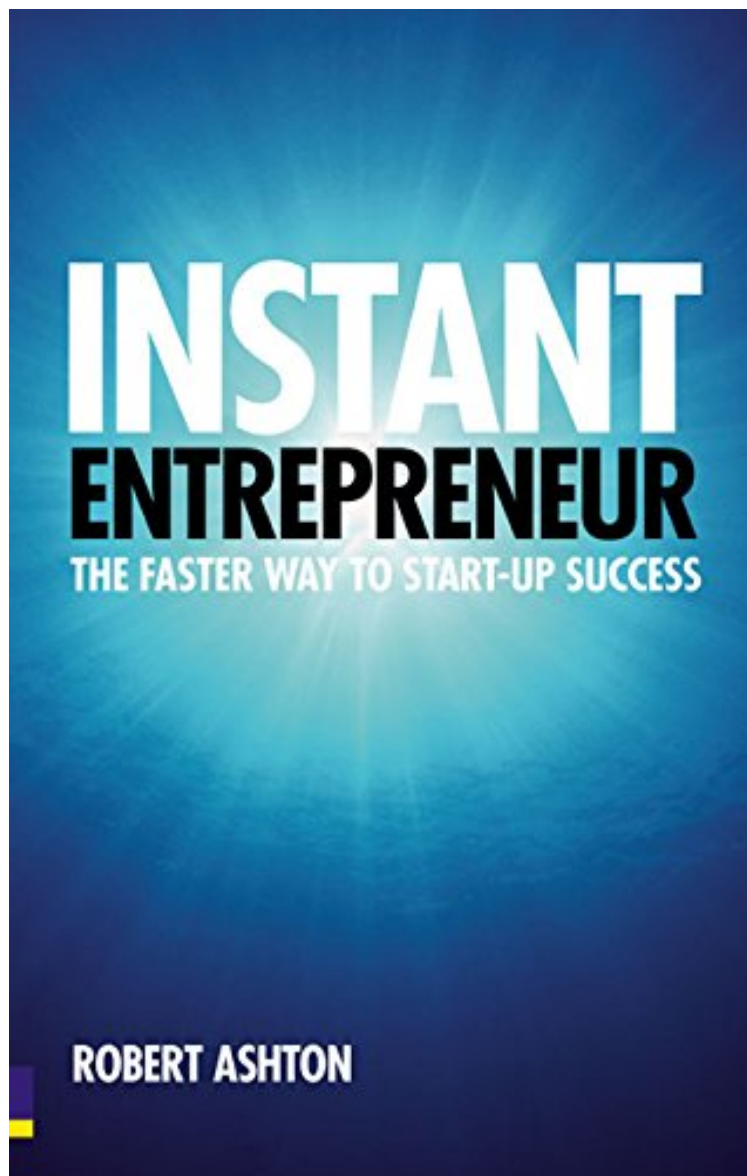


[Mobile ebook] Instant Entrepreneur: The faster way to start-up success

Instant Entrepreneur: The faster way to start-up success

Robert Ashton

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Robert Ashton : Instant Entrepreneur: The faster way to start-up success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Instant Entrepreneur: The faster way to start-up success:

More than 300,000 people start a business every year and twice that number run an enterprise that is less than three years old. That's almost a million people with commitment, enthusiasm but less than three years

experience. Instant Entrepreneur provides that missing experience. It contains hundreds of proven short-cuts learned and refined over the years by successful entrepreneurs. These are not risky ways to cut corners, but known ways to avoid the costly and time wasting blind alleys. Light on theory and heavy on practice, you'll find lots of case studies and tried and tested tips — you'll read what to do, how to do it step by step, and then see how someone else has benefited by following the same short cut.

From the Back Cover Shortcut the learning curve and speed your way to success! Thousands of businesses start and fail each year. Gone are the days of learning from mistakes — to win, you need to learn fast. Instant Entrepreneur shows you how. Robert Ashton shares his and other entrepreneurs' experiences to ensure you hit the ground running. From hatching your business idea right through to moving on to your next venture, you'll discover proven shortcuts refined over the years by successful entrepreneurs. There's no substitute for experience, but who said it had to be yours! Instant Entrepreneur really is your shortcut to success. Robert Ashton has the experience of being a successful entrepreneur, and the great gift of being able to explain complex concepts in simple terms. Highly recommended. George Derbyshire, Chief Executive, National Federation of Enterprise Agencies — This easy-to-read book will help you get it right first time, every time. Succeed sooner with Instant Entrepreneur. Thomas Power, Chairman, Ecademy — About the Author Robert Ashton has started three small businesses and sold two. He has also been instrumental in starting a charity and recently established a social enterprise. He has experienced the highs and lows of running his own company and knows how lonely life can be when you're your own boss. He believes that entrepreneurship is an attitude as well as a skill. He says that all successful entrepreneurs take control of their own lives. The best entrepreneurs however, also improve the lives of those around them. Robert works with entrepreneurs of all kinds, advising growing businesses, evolving charities and social enterprises. He is a popular business speaker with a reputation for plain speaking and practical tips. A prolific author, Robert also writes regularly for a number of business and consumer magazines. He is increasingly becoming a social activist, challenging convention and encouraging innovation. Robert would love to hear from you if you think he can help you become more successful. You can contact him at robert@robertashton.co.uk — www.robertashton.co.uk