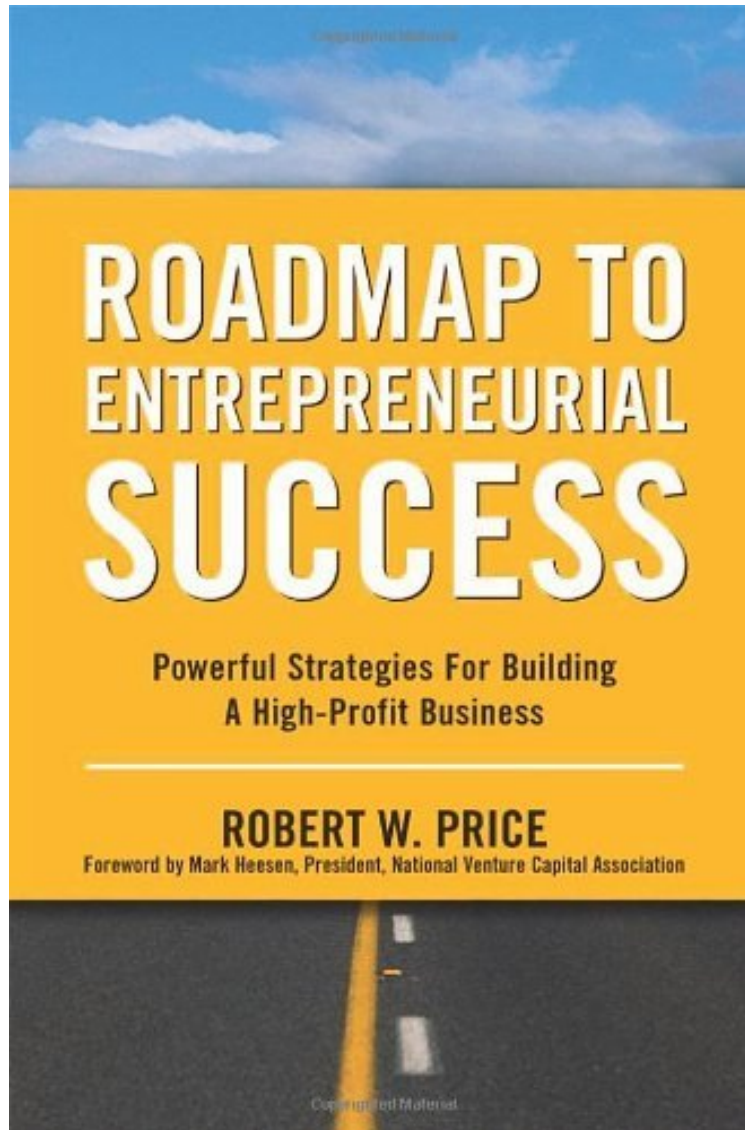


# Roadmap to Entrepreneurial Success: Powerful Strategies for Building a High-Profit Business

*Robert W. Price*

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is a must read for aspiring entrepreneurs and even seasoned entrepreneurs. The reading is easy to follow, has lots of detailed explanations and provides lots of content for all levels of entrepreneurs. I have studied under Robert W. Price and he really understands the fundamentals of what it takes to be an entrepreneur, how to get things done and give motivating guidance. Have a business idea and don't know where to begin? Read this book and you will be well on your way. 3 of 6 people found the following review helpful. Must Have Book In Any Entrepreneur's Library! By Derek Johnson As a prolific reader of business, venture capital and entrepreneurial books, I would have to say that you will be hard pressed to find a better, more helpful book on the subject of building a business. Most books that one reads contain a few action items, or take aways that you can implement. Therefore, your average 250 page business book could have easily been boiled down to 25 pages had the editor done their job and eliminated the fluff commonly used to fatten most books. Not so with Roadmap! I was blown away with the succinct and actionable information contained within its pages. Every few pages I found myself putting the book down to jot down some ideas that I wanted to implement immediately. The insightful interviews in the book with some of the heavy hitters of the VC and Investment Banking world were worth the price of the book alone! 0 of 0 people found the following review helpful. This Business Book is NOT DRY or BORING By SGarratt I ordered this book on the suggestion of a business associate. It was in perfect condition, the price was incredibly good and the delivery came right away, no problems and well packed by the shipper. A great buy! The book itself is quite fresh, not boring and more contemporary in it's approach. Worth reading.

In order to survive in uncertain environments, entrepreneurs need a focused "path to profitability." "Roadmap to Entrepreneurial Success" provides the necessary tools for both the new and experienced entrepreneur to stay on course and succeed. It shows how to identify the value drivers in any business and communicate them throughout your organization and to investors.

"A good checklist of checklists and advice for entrepreneurs." -- Alfred Berkeley, Former President of NASDAQ "One of the absolutely best business plan outlines I have seen to date" I give this book 5 stars. -- Paul Tulenko, syndicated columnist "Provides smart, practical and forward looking ideas for addressing the challenges faced by entrepreneurs." -- Robert Hormats, Goldman Sachs Company "This essential business resource debunks dated concepts and offers a step-by-step program." -- Los Angeles Venture Association.org "This guide can teach you ways to maximize profitability in your business." -- National Federation of Independent Business "This is an entrepreneurial MBA between two covers." -- Warren Packard, Managing Director, Draper Fisher Jurvetson "This is one business guide that won't gather dust on your bookshelf!" -- Ken Deemer, Tech Coast Angels The author blends it all into a worthy discussion of how-to's for entrepreneurs just starting out. "Written in an amiable style" -- Harvard Business School April 4, 2005 About the Author Price is Senior Research Fellow at the Global Entrepreneurship Institute, a nonprofit organization specializing in educating entrepreneurs leading high-growth-potential ventures.