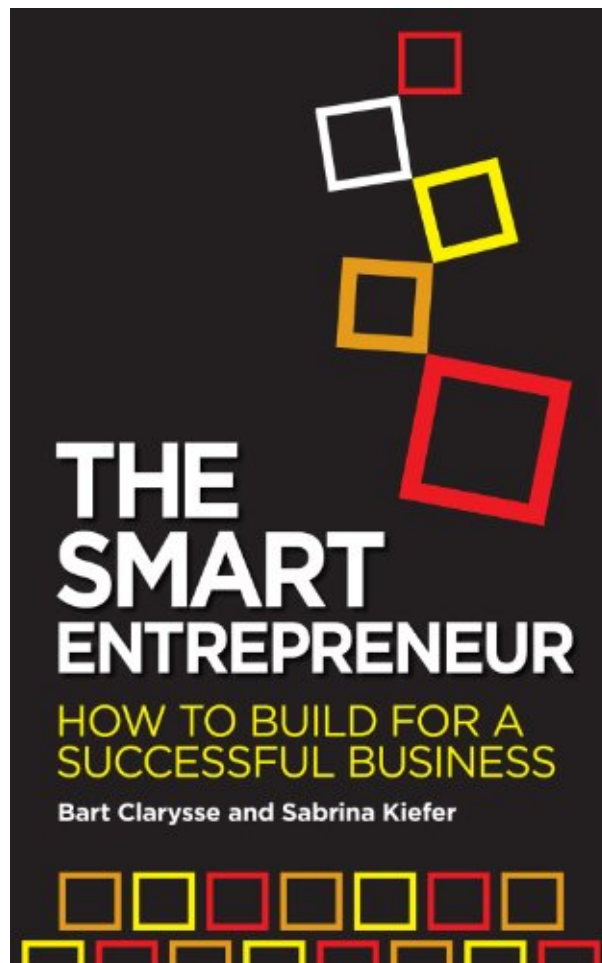
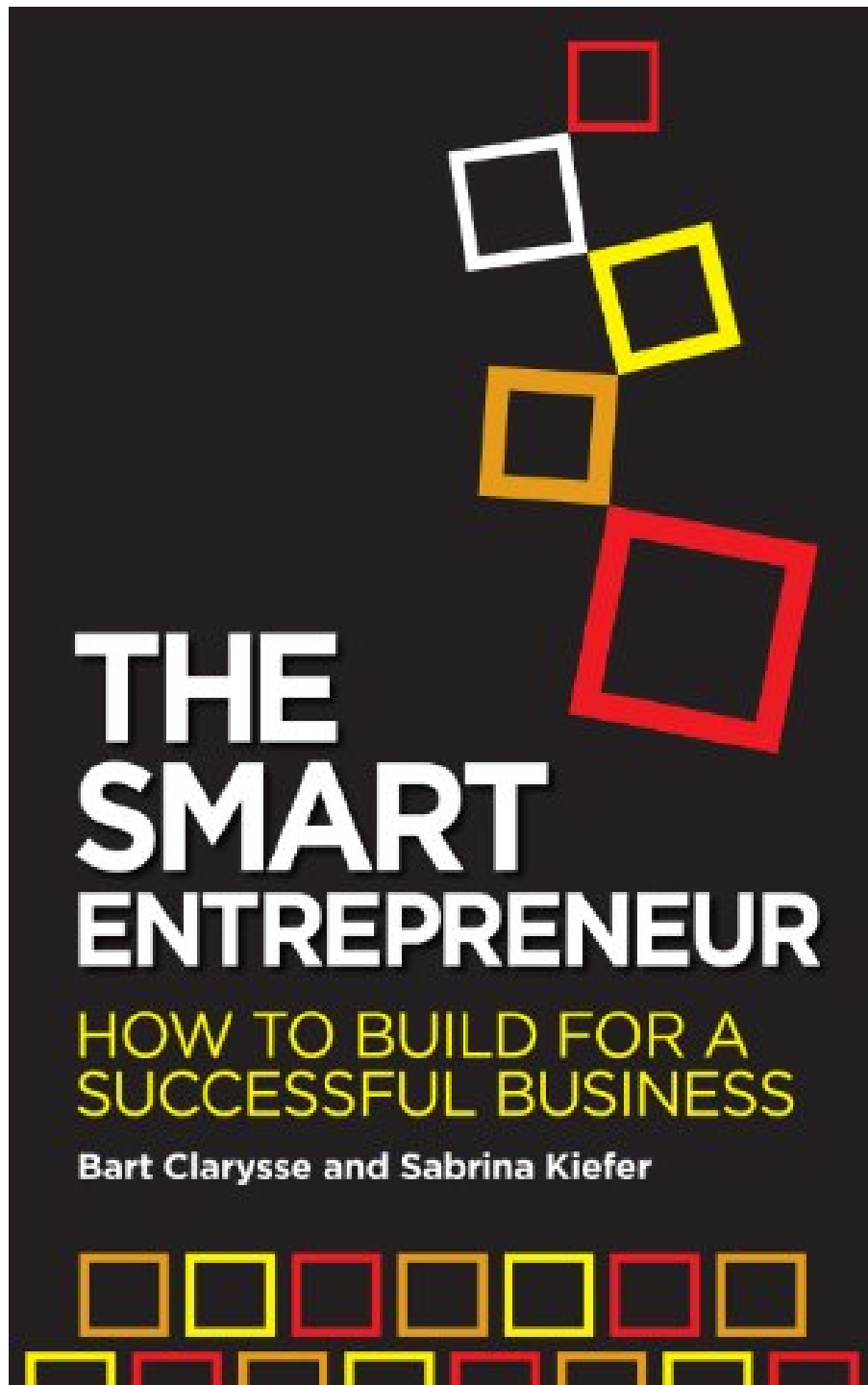


THE SMART ENTREPRENEUR: HOW TO BUILD FOR A SUCCESSFUL BUSINESS BY BART CLARYSSE, SABRINA KIEFER



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'The Smart Entrepreneur is a welcome addition to the genre of business books. Full of detailed, practical guidance and real-life examples, it will be of benefit to anyone setting out into the world of entrepreneurial "venturing"' - Anthony Clarke, CEO, Angel Capital Group 'A smart investment for smart entrepreneurs' - Patrick Dunne, Group Communications Director, 3i 'A must read for any entrepreneur with an aspiration for great success. This book offers practical guidance that allows ideas and innovation to flourish while applying the discipline required to develop your business.' - Nigel Grierson, Managing Director, Doughty Hanson & Co. Technology Ventures

About the Author

Bart Clarysse holds the Entrepreneurship Chair at Imperial College Business School in London. He has been an executive teacher for multinationals such as Johnson and Johnson, KLM, and Belgacom on corporate venturing and turnaround strategies. He is also founder of several high-tech start-ups. Sabrina Kiefer is a venture coach on the Innovation, Entrepreneurship and Design program at Imperial College Business School. Previously she has worked for the Associated Press, Business Week, and the Financial Times.

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More people than ever are becoming entrepreneurs, but the perils of starting your own business are well-documented. The Smart Entrepreneur teaches you how to avoid these pitfalls and make your business a success by following a series of practical and easy-to-understand steps. The Smart Entrepreneur uses a combination of both mainstream business experiences and state-of-the-art academic research, distilled into an accessible reference book specifically targeted at those interested in business start-ups. Designed to appeal to everyone, from business students looking to commercialize a business idea to managers looking to inspire entrepreneurial thinking in their teams.

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