

The 4 Routes to Entrepreneurial Success

By John B Miner

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Based on 20 years of research of a systematic seven-year study of 100 entrepreneurs, this book details the distinctive characteristics of each personality type--Personal Achiever, Supersalespeople, Real Managers, and Expert Idea Generators-- and explains why they succeed or fail.

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The 4 Routes to Entrepreneurial Success By John B Miner Bibliography

- Sales Rank: #2221489 in Books
- Published on: 1996-01-01
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .57" w x 6.06" l, .67 pounds
- Binding: Paperback
- 216 pages

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Editorial Review

From Scientific American
I found **The 4 Routes to Entrepreneurial Success** fascinating. After reading it, I was surprised at how quickly I could identify the various employees in my company, and the insight it gave me in understanding how to take better advantage of their abilities.

From The New Yorker
Jack Miner has conducted one of the really important studies of entrepreneurs and their firms, and the results are presented in a way that we all can understand and use.

Review
The 4 Routes to Entrepreneurial Success is a totally new way of looking at entrepreneurial success. It opens up exciting opportunities. I recommend it highly. It is truly outstanding. -- *Frank A. Argenbright, Jr., Founder and Chairman, Argenbright Holdings Limited*

John Miner details four personality types that characterize successful entrepreneurs: Personal Achievers, Supersalespeople, Real Mangers, and Expert Idea Generators. Then he shows how to use this information to map out your own path to success. The 4 Routes To Entrepreneurial Success details the distinctive characteristics of each type and explains why they succeed or fail. Using Miner's self-assessment questionnaire, you'll discover whether you possess the talents, skills, and characteristics it takes to start and run your own business. The results will help you determine how you can be successful as an entrepreneur. The routes by which each type achieves success are explored in detail, and numerous real-life examples of established entrepreneurs are included throughout. If you are an aspiring entrepreneur, this easy-to-read and practical book can help you achieve the success you seek. Highly recommended for highschool, college and public library small business reference book collections. -- *Midwest Book Review*

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The reserve untitled The 4 Routes to Entrepreneurial Success is the publication that recommended to you to study. You can see the quality of the guide content that will be shown to you actually. The language that writer use to explained their way of doing something is easily to understand. The writer was did a lot of analysis when write the book, hence the information that they share for your requirements is absolutely accurate. You also could possibly get the e-book of The 4 Routes to Entrepreneurial Success from the publisher to make you much more enjoy free time.

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