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The Entrepreneurial Engineer

Michael B. Timmons, Rhett L. Weiss, John R. Callister

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Authors, educators and successful entrepreneurs wrote this textbook with the primary goal of maximising your chance of entrepreneurial success. It is designed to encourage those wanting to start a business and those who have already begun. It includes guidance, instruction and practical lessons for the prospective entrepreneur. The book focuses on early stage financing of a start-up company, beginning with an emphasis on constructing an effective business plan, including writing techniques to help convey your message, and preparing solid financial statements. This 'why' and 'how' of writing a business plan is followed by recommendations on raising outside capital. Important topics include developing your marketing strategy, recruiting and managing creatives and managers, and retaining effective employees. Legal structures, negotiation strategies, and economic evaluation of opportunities are also discussed. The book concludes with a chapter on project management. It includes many engineering economy topics, sufficient for those taking the FE exam.

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