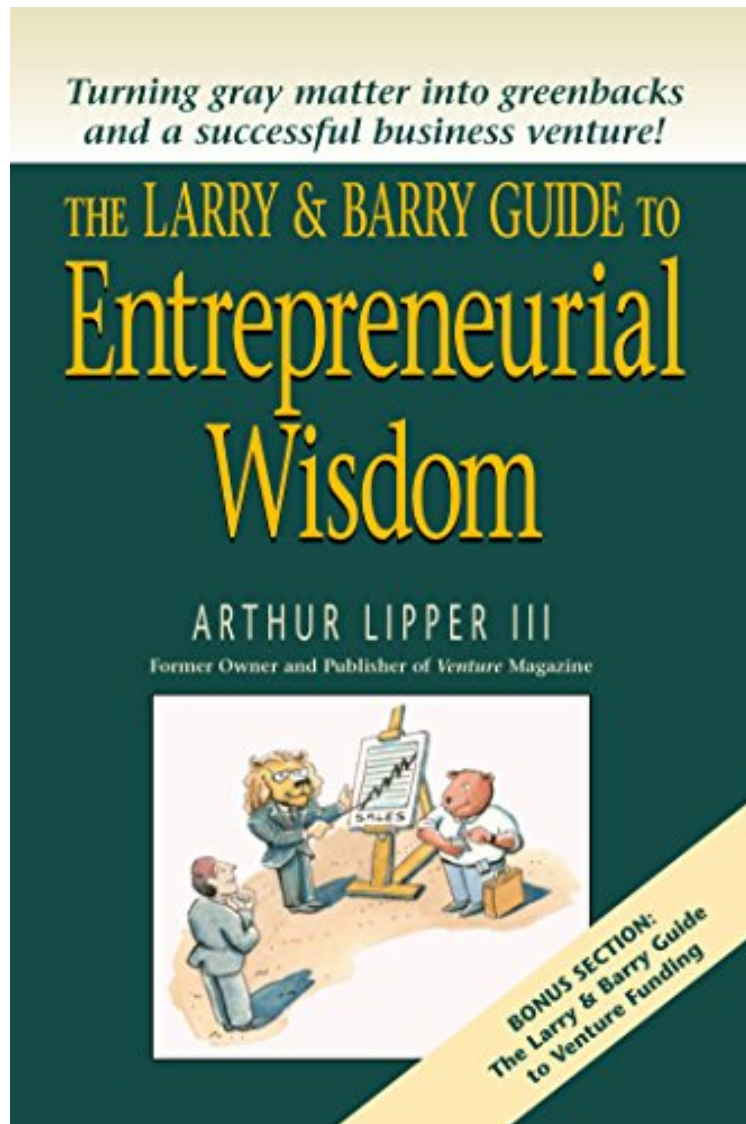


The Larry Barry Guide to Entrepreneurial Wisdom

Arthur Lipper

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Arthur Lipper : The Larry Barry Guide to Entrepreneurial Wisdom before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Larry Barry Guide to Entrepreneurial Wisdom:

0 of 0 people found the following review helpful. An Author's Perspective By Anni Lipper As the author of the book I rather liked it. I have known hundreds of Larry's and at least as many Barry's in the course of advising and financing companies over the past 40 years. They are the classic Mr. Inside and Mr. Outside partners who so frequently partner in early stage companies. They are so very human and therefore have predictable reactions to the stimuli of business. The purpose of using characters of people I have repetitively encountered in business to convey that which I have learned is to make the lessons more understandable and even predictable once the personalities are understood

by the reader. A Larry will almost always react as a Larry and the same for Barry. I hope that many people will buy and benefit from this book. The wisdom offered is real and the lessons to be learned important. My intent in writing the book was not to warn investors from investing in private companies but rather to help them do so better. I wish readers well and welcome their input. Arthur Lipper...0 of 0 people found the following review helpful. Best of the decade! By Kate McKeown, Professor of Entrepreneurship, Fordham Graduate School of Business. Simply the best, the single most useful, most concise, most insightful and most entertaining book on entrepreneurship and investing in entrepreneurs I've ever read. If you are an entrepreneur or an investor in entrepreneurs and you buy one book this decade, buy this one!

If you have a valuable idea and want to make the leap from there to billionaire, let the Larry and Barry guide you through this difficult process -- from business-building to profit-making. These two characters will keep you entertained while offering priceless advice on: Clarifying your idea and determining value. Turning a vision into a business. Financing. Starting your business. Staffing - needs versus wants. Networking. Attracting partners. Maintaining cash flow. PLUS: Special Bonus section on Venture Funding! Learn what to do and--just as important--what not to do from seasoned professionals that understand how to transform your abstract idea into a money-making enterprise. Having been there and done that, Larry and Barry offer the entrepreneurial nuts-and-bolts required in today's competitive environment to create a prosperous business venture.

From the Publisher: The author's vast business experience, coupled with a sense of humor, make this an informative and lively read! About the Author: Former Publisher and Editor-in-Chief of Venture Magazine, Mr. Lipper is founder and CEO of Arthur Lipper Corporation and co-founder and Chairman of New York Foreign Securities Corporation. Arthur Lipper is the author of *Thriving Up and Down the Free Market Food Chain*, *The Unrestrained Observations (and Advice) of a Business Darwinist* (HarperBusiness) and many others.