



# **The Entrepreneur's Manual: Business Start-Ups, Spin-Offs, and Innovative Management**

*Richard M. White*

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White's rare advice has made this manual mandatory reading not only for entrepreneurs, but for anyone who wants to better understand the business world. In addition to motivating prospective business owners, this book, above all others in its field, delivers results.

This superior guide on the secrets behind successful entrepreneurship possesses the qualities of a true classic: its advice remains as relevant as ever. Find out why *The Entrepreneur's Manual* has been the mandatory business guide for nearly half a century.

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