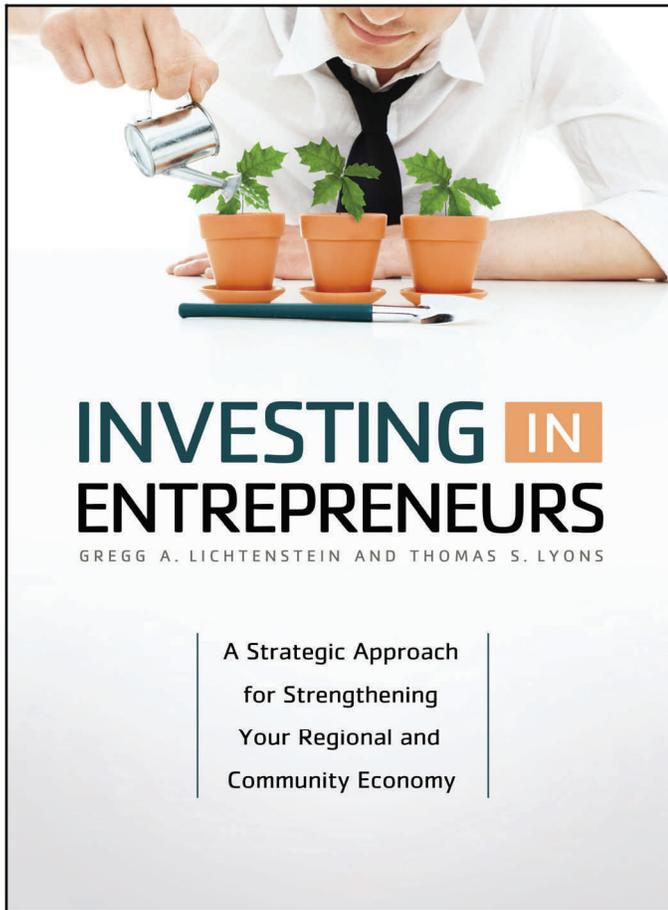


A book that reveals the crucial differences among entrepreneurs and how to work with them.



Read this, if you are a...

- ◆ Consultant, coach or economic developer working directly with entrepreneurs or innovators
- ◆ Professional service provider such as an attorney or accountant trying to better match your services to clients' needs
- ◆ Venture capitalist, angel or private equity investor focused on improving the returns from your investments
- ◆ Banker or commercial lender attempting to increase your portfolio's success rate
- ◆ Community leader working to transform the local or regional economy
- ◆ CEO or business owner who is developing entrepreneurs within your company

You will be able to...

- ◆ Size up entrepreneurs more quickly and accurately
- ◆ Improve investment decisions in order to generate greater wealth and higher economic returns
- ◆ Better target your services in order to help entrepreneurs build their businesses
- ◆ Increase the effectiveness of your business coaching or consulting
- ◆ Improve the success rate of your clients

ABC-CLIO / Praeger, 2010



Gregg A. Lichtenstein, Ph.D. is CEO of Collaborative Strategies, LLC in New Jersey and specializes in working with entrepreneurs, intrapreneurs and strategic alliances. Operates the Entrepreneurial League System.[®]

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