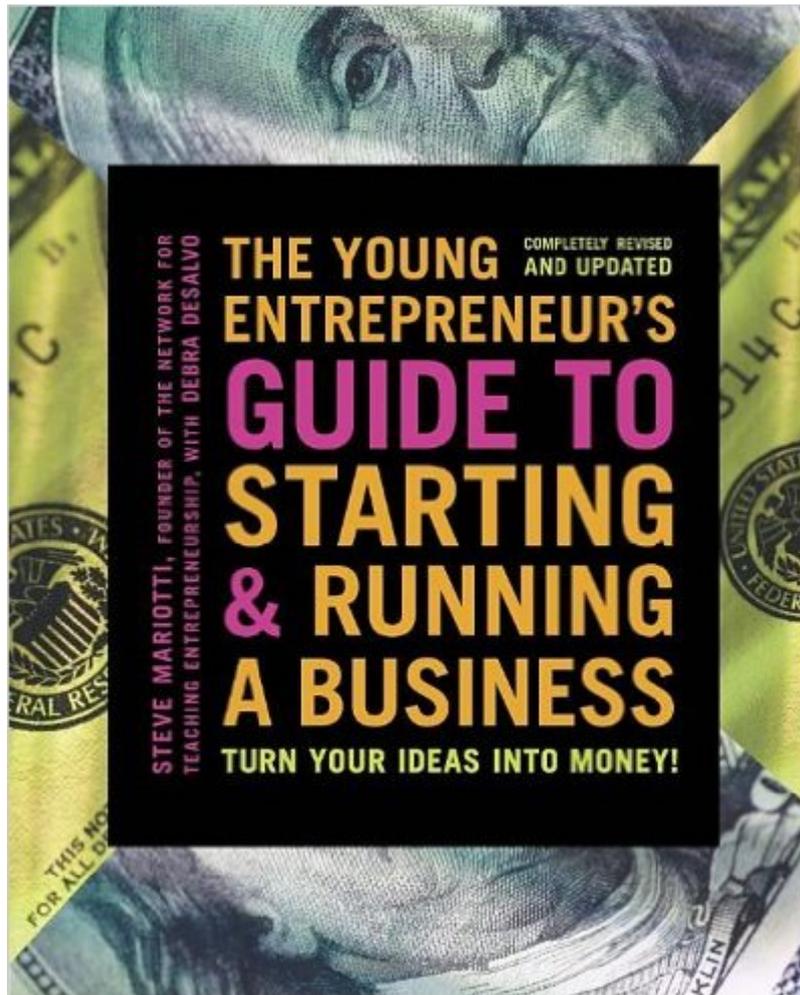


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The Young Entrepreneur's Guide To Starting And Running A Business: Turn Your Ideas Into Money!



Synopsis

Through stories of young entrepreneurs who have started businesses, this book illustrates how to turn hobbies, skills, and interests into profit-making ventures. Mariotti describes the characteristics of the successful entrepreneur and covers the nuts and bolts of getting a business up, running and successful.

Book Information

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Customer Reviews

I am currently reading *The Young Entrepreneur's Guide to Starting and Running a Business: Turn Your Ideas into Money!* and my feedback on this book is it gives a lot of information in a simple, very easy to understand format. Personally, I have been reading small business books, blogs, and articles for the last several months, so it has a lot of information that I didn't necessarily need. Also, I like that it gives a lot of information on financing your business, but oddly it barely mentions the SBA loan assistance programs in the financing chapter. I like the success stories that book features, a little inspiration never hurt anyone! Also, the book is updated in the sense that it doesn't ignore social marketing online, crowdfunding and green practices that you mostly don't see in other finance/marketing/business books. Another thing I wish it had more information on cooperating-employee owned businesses. I was looking for more information on the topic, but this book does not contain it. Although, the book is less than 500 pages, if they were to explain every detail, it would be much lengthier. Another thing I really like is throughout the book it recommends other books on the related chapter, so instead of trying to fit all small business information and advice in one book, they give credit to other writers. My last complaint about this book is that it states

in book on Pg 413 (start of chapter 22) that the next chapter is a blank business plan workbook with worksheets. It says to read the sample business plan first which follows on the next page but afterwards there is NO blank business plan. What gives? Did I miss something??

I have read this book individually and then I have reviewed and read it again with both my children individually. I have shared it with my colleagues at work, in addition to utilizing it for the middle school and high school student body within the school district I work in. This book is an excellent way to get started on the entrepreneurial dreams of owning your path to success. The beauty of this book is that it really caters to the young and upcoming mindset which usually have a more instant gratification approach to finding success. This book leads the aspiring CEO through a road map all the way to the legality of starting and owning your own business. It is informative with great foundational ideas that can lead someone to start and run their own business from scratch. The book will lead you to finding winning ideas that fit your talents and abilities altogether. Though the book is geared toward a young generation, many attributes can be taken away as an adult, an educator, or just someone who is still trying to take the steps necessary to realize their dream of becoming an entrepreneur. I really enjoyed the way this book can get young people interested and passionate about business, without realizing that this may be their actual calling to begin with. The ideas about starting and owning a business in this book can actually help young people decide if they want to pursue a future in business. The book does not make the idea of owning a business look easy, instead it takes you step by step in what you need to attain to actually start your own business. Everything that you need to consider from the time it involves, to the money you need to invest, to the energy needed to successfully start your way to entrepreneurship.

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