



The Rebel Entrepreneur: Rewriting the Business Rulebook

By Jonathan Moules

Kogan Page Limited/Viva Books, 2012. Softcover. Book Condition: New. First edition. Everyone wants to start their own business and there are many books telling you how to go about it. The only trouble is that many of them are simply wrong. The Rebel Entrepreneur by Financial Times journalist Jonathan explains why, in many cases, the received wisdom on entrepreneurship just isn't the best way of doing things. Full of examples of successful entrepreneurs who've made the grade by doing things differently, this book will show you: ? Why you don't need to stick to a business plan ? That there's nothing wrong with learning from the ideas of others ? Why, if things get tough, you should put your prices up ? How cutting costs can kill your business The Rebel Entrepreneurship is the alternative guide to starting your own business and succeeding, that no entrepreneur can afford to be without. Contents: Prologue: The importance of being a rebel 1. Funding is for fools The case for bootstrapping ? Small is beautiful, at least to begin with ? The value of having no money ? Have you tried the alternatives to the bank? ? Pull yourself up by your bootstraps...



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