



Entrepreneurship for Millennials (Vol. 1): Conversations That Take You Beyond the Business Plan (Volume 1)

Tamara Bell

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Are you fed up with career books that speak in generalities? I mean, who over the age of 13 hasn't heard career advice tropes like "have a good network in place," "create a LinkedIn profile," and "you can do it." Not that these aren't important building blocks, but few books speak to the *how* to get it done – you know, those annoying steps in-between a beginning and SUCCESS!

My students at The University of Texas at Austin ask a lot of *how* questions. So when I came up with the idea of the *Entrepreneurship for Millennials* series, I knew I needed to talk with experts who could cut through the blah blah blah of starting a business. I didn't write this book to sell you on the idea of entrepreneurship as a career choice. I wrote it for you – the high school or college student just starting out, or the twenty- or thirtysomething already in the work world – who's thinking, "Entrepreneurship, yes. But HOW?"

Luckily, the three experts featured in this first volume speak in specifics about the hows of recognizing the entrepreneurial mindset within yourself; combining personal and company branding when you're the boss; and building communities to strengthen relationships.

Think of this 90-minute read as a mini-mentoring session that will light a spark, ignite an idea to get you started on a lifelong entrepreneurial adventure.

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now. This particular book was represented just how can the world has grown up. The vocabulary styles that writer use for explain it is easy to understand. The writer made some research when he makes this book. Honestly, that is why this book acceptable all of you.

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