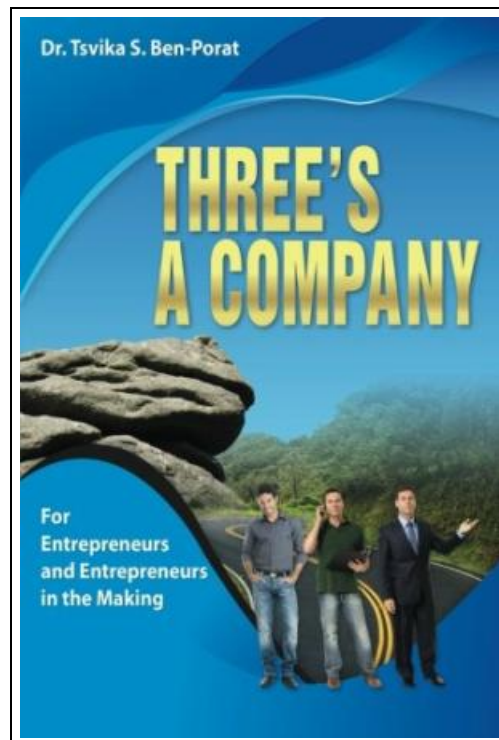


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Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Three s a Company is a comprehensive guide to the world of entrepreneurship that is rich in practical insight, humor, and information on the emotional and psychological aspects associated with successful business ventures. The process of achieving success inherently involves failure, and aspiring entrepreneurs need to know how to cope with these outcomes just as much as they need to be prepared for the outcomes that accompany success. Drawing on the author s firsthand professional experience accrued during decades of work on both sides of the field of entrepreneurship, as well as the latest developments in academic research and teaching about business management, Dr. Tsvika Ben-Porat s fascinating book will impart lessons and outlooks that will enhance each reader s aptitude, ability, and confidence to create new businesses and to seize upon new opportunities. In the modern business world, risk is a given. Too often, new entrepreneurs wind up paying an extremely high price due to something that has nothing to do with volatility, competition, or unexpected developments: a lack of experience. What is essential is to recognize this fact and actively move to correctly manage one s own process of maturation, seeking out a balance that will make it possible to walk the road of success without needless pitfalls. Among Dr. Ben-Porat s objectives are to help readers cultivate an ability to see things from a wide perspective, to develop a vision, and to reach a harmonious balance among the elements that motivate everyone: family, career, and time for oneself. Three s a Company details the challenges and obstacles to creating that balance, while providing anecdotes, examples, and philosophical reflections to inspire and sustain readers over the course of their own...



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