



The One Minute Entrepreneur: The Secret to Creating and Sustaining a Successful Business

By Ken Blanchard, Don Hutson, Ethan Willis

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Mega-bestselling author Ken Blanchard and celebrated business leaders Don Hutson and Ethan Willis present an inspiring story that reveals the secrets to becoming a successful entrepreneur.

In *THE ONE MINUTE ENTREPRENEUR*, Ken Blanchard (coauthor of the #1 bestselling business classic *The One Minute Manager*), Don Hutson, CEO of U.S. Learning, and Ethan Willis, CEO of Prosper Learning, tell the inspiring story of one man's challenges in creating his own business. Through a powerful and engaging narrative, we confront many of the typical problems all entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their customers. More important, we learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service. In addition, the book offers invaluable advice, delivered through One Minute Insights, from such entrepreneurs and thinkers as Sheldon Bowles, Peter Drucker, Michael Gerber, and Charlie "Tremendous" Jones.

Today, in the midst of the largest entrepreneurial surge in U.S. history, four out of five small businesses continue to fail. *THE ONE MINUTE ENTREPRENEUR* offers businesspeople and would-be entrepreneurs a treasure trove of wisdom on how to think, act, and succeed in creating and sustaining a business, no matter what their industry.

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