



## Threes a Company: For Entrepreneurs and Entrepreneurs in the Making

By Dr Tsvika Ben-Porat

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 306 pages. Dimensions: 9.0in. x 6.0in. x 0.8in. Threes 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 authors 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...



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