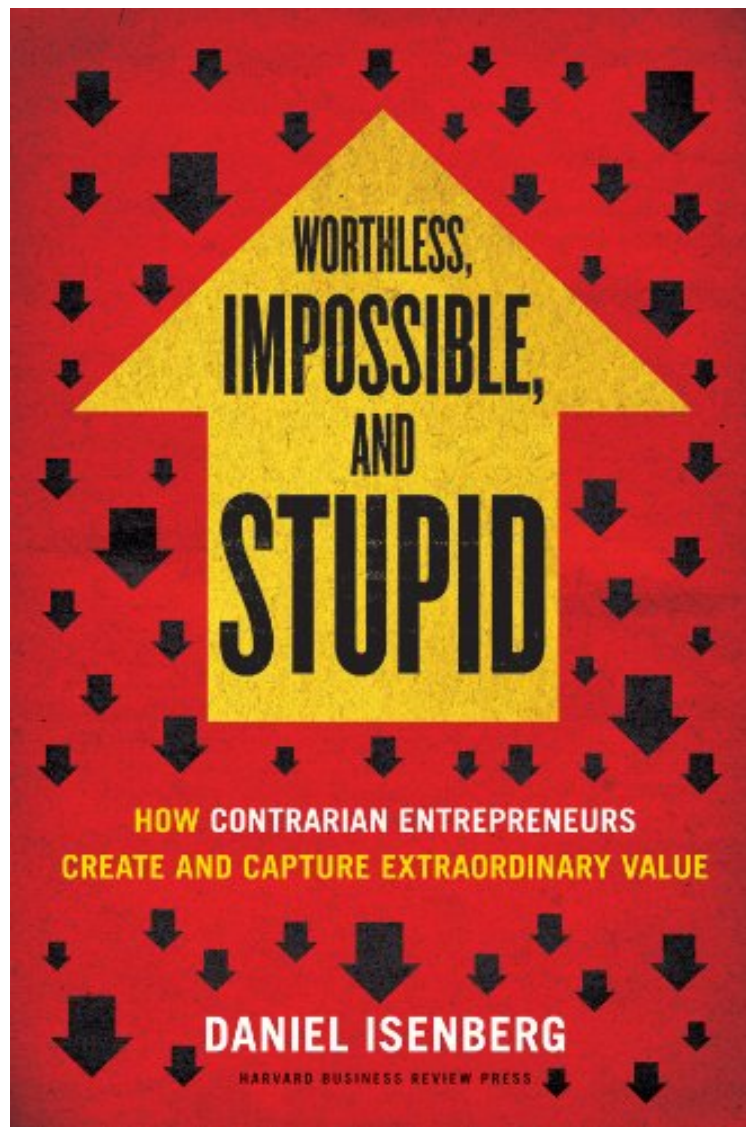


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Worthless, Impossible and Stupid: How Contrarian Entrepreneurs Create and Capture Extraordinary Value

Daniel

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Daniel : Worthless, Impossible and Stupid: How Contrarian Entrepreneurs Create and Capture Extraordinary Value before purchasing it in order to gage whether or not it would be worth my time, and all praised Worthless, Impossible and Stupid: How Contrarian Entrepreneurs Create and Capture Extraordinary Value:

1 of 1 people found the following review helpful. Very Insightful look at entrepreneurshipBy Joel SilversteinI have been working with successful private companies in emerging markets for many years and this book certainly confirms

much of my thinking as well. By nature, private companies almost never succeed without being entrepreneurial since there are so many institutional obstacles. The only issue I have with the book is that there is not enough discussion of the use of social networks as one key to success. In emerging markets/transition economies who one knows is sometime more important than what one knows, but of course long term success is dependent on many factors such as agility, sufficient capital structures, top management leadership, etc. The stories in the book are really helpful to get the essential flavor of the subject. This is a real life account of entrepreneurship, not an academic treatise and Dan Isenberg is the ideal person to write it. I strongly recommend the book to anyone interested in the subject but beware this is not a "how to" book with some hidden secrets revealed. Entrepreneurship is hard work and few succeed and Dan Isenberg does budding entrepreneurs a favor by emphasizing these points. 1 of 1 people found the following review helpful. Quick and Easy Read that serves as a guidebook for By Queenie Cuffe As a busy entrepreneur, mother of two, and wife, it seems almost impossible to find moments for reading, let alone setting aside the valuable time to check out an entire book, not to mention evaluating, reflecting and applying the lessons learned from it to my own venture. But Dan Isenberg's "Worthless, Impossible, and Stupid" is such an engaging, quick and easy read! You don't need an MBA from Harvard to glean the important lessons he shares. Through the stories of a diverse group of entrepreneurs, the reader is exposed to how others have created and captured extraordinary value! These insights are so refreshing especially since they push past the ever-so-prevalent, yet less common, get rich quick stories of entrepreneurship often promoted in the media. Dan Isenberg encourages the everyday entrepreneur to keep the faith (and develop the necessary business acumen) to get past the "Valley of Death," the period when a business's cash outflows exceed inflows. Wondering what steps are needed to acquire entrepreneurial success? Read this book for direction! 6 of 7 people found the following review helpful. Good advice; reads like a draft By cap I like this book and found it useful. I recommend it. I bought the Kindle edition of this book. The Kindle opens up to an inside page (I forget which page, something like page 4 or 5 or so.) I think every Kindle book I've bought does this. I've often wondered why they do not open to the "cover" during the first "opening" of the ebook. The cover photo is low-resolution and looks jaggy. The image looks as if someone picked up a dirty printed edition, creased it in half and then scanned it. Not sure if this is intentional or what. It looks wrong. I winced while reading the third paragraph, which states "tough bloody s***." So what's the deal with this? Is this book about colon cancer? Hemorrhoids? The author quotes a businessman later in the book as saying this phrase. I would have found a better quote. It comes off as low-class. "How this book came to be" is a subsection in the preface. It reads like what I'd expect to see in the "About the author" section and seemed out-of-place at the beginning of the book. "Israel" is mentioned 23 times in about five pages, which struck me as excessive. Fortunately, once you get past the preface the book gets on track. Notes I took down include: - entrepreneurship is the contrarian perception, creation and capture of extraordinary value. - copying existing business models is great. - ideas are one thing, but real value is in execution - Innovation can be small yet profitable (Cinemex example) - upscale folks as well as the poverty-stricken (surprisingly) customers can make one rich. - You don't have to be an expert in a field to start a business. (Clutch example) - look for undervalued opportunities - The author lists at least two examples where unions are presented as entities to be beat down or tricked. This is not exactly a labor-friendly book. But if you want to get rich, I suppose you'd view labor as an impediment. - "Face-book" and "Facebook" ... why the two different spellings? - Entrepreneurs "buy low" (so to speak) and "sell high" by transforming "low-value" ideas or undervalued businesses into more worthwhile entities. I like this stock trading analogy here. - The author references his own book too much: "In Worthless, Impossible, and Stupid, you will learn ...," "Worthless contains the stories of entrepreneurs who ..." I feel like I'm reading a book review of this book, *while* I'm reading the book. Don't tell me what you're going to tell me later in the book, just tell me straight away. I got a lot out of the books but it needs more polishing. It reads as if it were rushed to press. It could use some tighter editing. My favorite business books to date are: 1) "How to Get Rich" by Felix Dennis 2) "Screw It, Let's Do It" by Richard Branson and 3) "Anything you Want" by Derek Sivers.

Introducing the global mind-set changing the way we do business. In this fascinating book, global entrepreneurship expert Daniel Isenberg presents a completely novel way to approach business building; with the insights and lessons learned from a worldwide cast of entrepreneurial characters. Not bound by a western, Silicon Valley stereotype, this group of courageous and energetic doers has created a global and diverse mix of companies destined to become tomorrow's leading organizations. Worthless, Impossible, and Stupid is about how enterprising individuals from around the world see hidden value in situations where others do not, use that perception to develop products and services that people initially don't think they want, and ultimately go on to realize extraordinary value for themselves, their customers, and society as a whole. What these business builders have in common is a contrarian mind-set that allows them to create opportunities and succeed where others see nothing. Amazingly, this process repeats itself in one form or another countless times a day all over the world. From Albuquerque to Islamabad, you will travel with Isenberg to discover unusual yet practical insights that you can use in your own business. Meet the founders of Grameenphone in Bangladesh, PACIV in Puerto Rico, Sea to Table in New York, Actavis in Iceland, Studio Moderna in Slovenia, Hartwell Metals in Hong Kong and Southeast Asia, Given Imaging in Israel, WildChina

in China, and many others. You'll be moved by the stories of these plucky start-ups—many of them fueled by adversity and, more often than not, by necessity. Great stories, stunning successes, crushing failures—they're all here. What can we, in the East and West, learn from them? What can you learn—and what will these entrepreneurial stories, so compellingly told, inspire you to do? Let this book open doors for you where you once saw only walls. If you've ever felt the urge to turn a glimmer of an idea into something extraordinary, these stories are for you.

From Booklist Isenberg—academic, entrepreneur, and consultant—sets out to encourage readers to seek an entrepreneurial challenge, or what he calls "entrepreneurial choice," because while entrepreneurship is extraordinary, it is nonetheless possible. He also aims to redefine entrepreneurship "in terms of value creation and its capture, rather than business ownership per se." The author sees important consequences of his new approach to entrepreneurship as he devotes chapters to income inequality and entrepreneurship, government and its influence on entrepreneurs, and his belief that youth and inventiveness are not requirements. With a wide variety of case studies and his global experiences with entrepreneurship, Isenberg concludes with characteristics of entrepreneurs. These include awareness of their own capabilities, as well as the information or assets necessary to capture extraordinary value, all of which lead them to face adversity and assume widespread risks in creating something valuable that is missing from the marketplace. This thought-provoking book will contribute to ongoing debates in the education of future entrepreneurs, those young and not so young. --Mary Whaley There is a guy called Daniel Isenberg -- Worthless, Impossible and Stupid is broken into four parts and ... I will be publishing some insights from each part. The book takes the reader on a fascinating journey around the globe with some of the world's most successful entrepreneurs. Their successes are explained in conversation with Isenberg, each laced with key lessons for budding entrepreneurs. This week we begin with part one, where Isenberg busts three key myths about who an entrepreneur is... I found it relevant for Africa's tech scene. Michelle Atagana Ventureburn, 6/28/13 About the Author Coming soon... David Drummond has narrated over seventy audiobooks for Tantor, in genres ranging from current political commentary to historical nonfiction, from fantasy to military, and from thrillers to humor. He has garnered multiple AudioFile Earphones Awards as well as an Audie Award nomination. Visit him at drummondvoice.com.