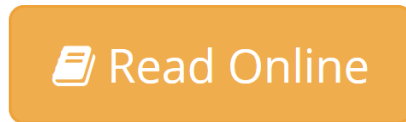


The Intelligent Entrepreneur: How Three Harvard Business School Graduates Learned the 10 Rules of Successful Entrepreneurship

By Bill Murphy



The Intelligent Entrepreneur: How Three Harvard Business School Graduates Learned the 10 Rules of Successful Entrepreneurship By Bill Murphy

Written with the cooperation of Harvard Business School, an instructive and inspiring book for anyone who dreams of starting a highly profitable business

In 1998, three Harvard Business School graduates—two men and one woman—turned down six-figure salaries at big corporations, bet on themselves, and launched their own new companies. By their ten-year reunion, their audacity had paid huge dividends. They'd made many millions of dollars, created hundreds of jobs—and left their mark on the world.

Based on dozens of interviews with highly successful entrepreneurs, Harvard Business School professors, and HBS alumni, *The Intelligent Entrepreneur* tells the compelling and instructive story of how these three young founders developed ideas, assembled teams, built ventures, and achieved their dreams. Along the way, they learned that starting great companies requires much more than a ferocious work ethic or good timing. Their hard-won insights—distilled into ten key rules—will help anyone become a successful entrepreneur.

What they teach you at Harvard Business School is that intelligent entrepreneurship can be learned. In that spirit, Bill Murphy Jr. uses a unique combination of vivid storytelling and lucid instruction to show would-be entrepreneurs how to improve their odds of creating dynamic, lasting businesses.

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Editorial Review

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Murphy, author and reporter, coordinates with the Harvard Business School, which teaches that entrepreneurship can be taught and learned. The author tells the stories of three 1998 MBAs who started their own businesses, which became successful in 10 years. With extensive interviews of Harvard professors and alumni, the author showcases these three entrepreneurs because they journeyed relentlessly from launching their businesses, through mistakes and failure, then recovery and achieving success, learning important lessons along the way. Murphy presents his 10 rules of successful entrepreneurship, make the commitment; find a problem, then solve it; think big, think new, think again; you can't do it alone; you must do it alone; manage risk; learn to lead; learn to sell; persist, persevere, prevail; and play the game for life. This is an excellent, thought-provoking overview of entrepreneurship (also serving as an infomercial for the Harvard Business School and its faculty) that uses actual cases to describe the challenges of starting a business and realizing success. --Mary Whaley

Review

“An excellent, thought-provoking overview of entrepreneurship... that uses actual cases to describe the challenges of starting a business and realizing success.”—*Booklist*

“An unusual hybrid work of self-help, business and narrative nonfiction... Murphy's explication of the [ten] rules is detailed and clear...and the narrative chapters are compelling... The degree of cooperation Murphy received from his subjects—as well as their classmates, professors, business partners and employees—is astounding and greatly enriches the book.”--*Kirkus Reviews*

“Bill Murphy's book captures the reality of entrepreneurial endeavors by detailing how three graduates of HBS found opportunity, acquired the resources they needed, and committed heart and soul to their venture. Entrepreneurship is messy, an emotional and financial rollercoaster. This book serves as an invaluable guide to those who might follow in the footsteps of these remarkable young entrepreneurs.”--William Sahlman, Professor, Harvard Business School

“*The Intelligent Entrepreneur* is full of invaluable advice, and it highlights the ways that thoughtful people actually go about learning the ideas and developing skills required to be successful entrepreneurs. Bill Murphy's book shows that entrepreneurs who take an informed and intelligent approach to launching new companies can vastly improve their chances of ultimate success.”--Joseph Lassiter, Professor, Harvard Business School

About the Author

Bill Murphy Jr. is a top columnist at Inc.com and the author of *The Intelligent Entrepreneur: How Three Harvard Business School Graduates Learned the 10 Rules of Successful Entrepreneurship* and *In a Time of War: The Proud and Perilous Journey of West Point's Class of 2002*. Previously, he worked as Bob Woodward's research assistant on the bestselling *State of Denial*. He is also a former military officer, lawyer, and *Washington Post* reporter.

Users Review

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As people who live in the actual modest era should be change about what going on or data even knowledge to make all of them keep up with the era and that is always change and progress. Some of you maybe will certainly update themselves by studying books. It is a good choice for yourself but the problems coming to an individual is you don't know which you should start with. This [The Intelligent Entrepreneur: How Three Harvard Business School Graduates Learned the 10 Rules of Successful Entrepreneurship](#) is our recommendation so you keep up with the world. Why, because this book serves what you want and want in this era.

Ella Jacobs:

This book untitled [The Intelligent Entrepreneur: How Three Harvard Business School Graduates Learned the 10 Rules of Successful Entrepreneurship](#) to be one of several books that best seller in this year, here is because when you read this e-book you can get a lot of benefit into it. You will easily to buy this particular book in the book store or you can order it by way of online. The publisher with this book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Touch screen phone. So there is no reason to your account to past this reserve from your list.

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Playing with family within a park, coming to see the sea world or hanging out with close friends is thing that usually you may have done when you have spare time, then why you don't try factor that really opposite from that. One particular activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of information. Even you love [The Intelligent Entrepreneur: How Three Harvard Business School Graduates Learned the 10 Rules of Successful Entrepreneurship](#), you could enjoy both. It is very good combination right, you still would like to miss it? What kind of hang-out type is it? Oh occur its mind hangout men. What? Still don't obtain it, oh come on its known as reading friends.

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