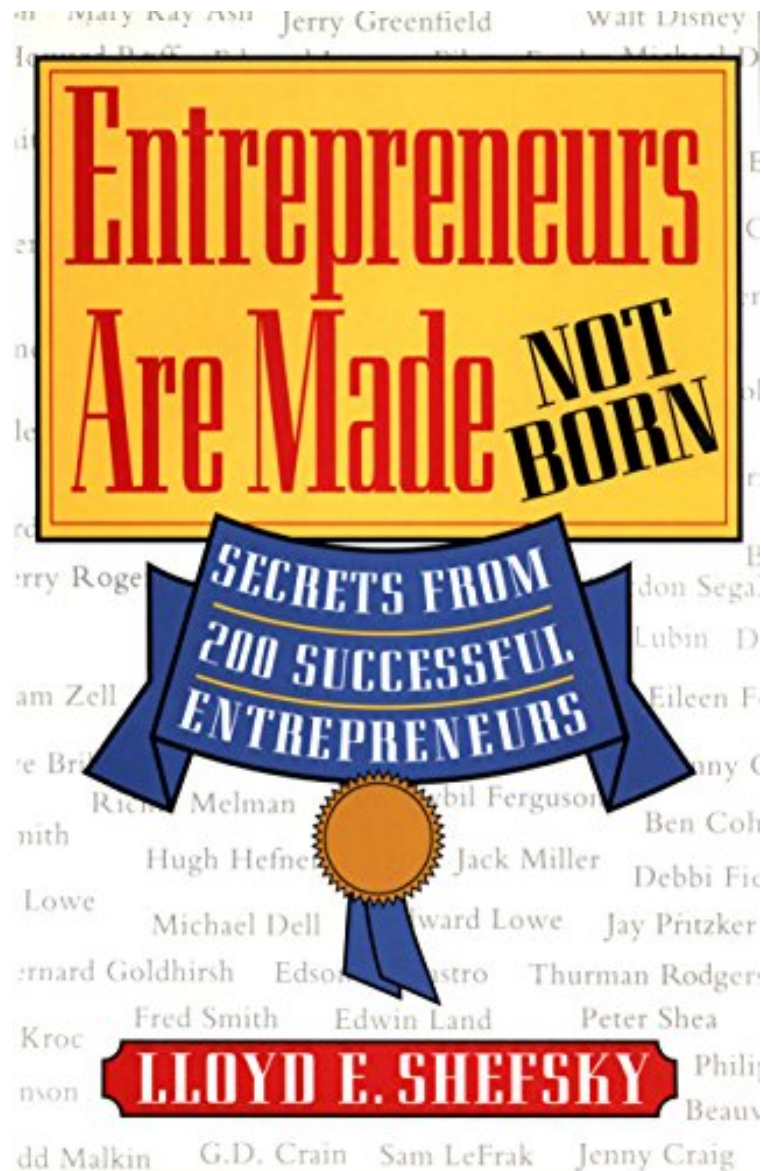


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Entrepreneurs Are Made Not Born

Lloyd E. Shefsky

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Lloyd E. Shefsky : Entrepreneurs Are Made Not Born before purchasing it in order to gage whether or not it would be worth my time, and all praised Entrepreneurs Are Made Not Born:

3 of 4 people found the following review helpful. Plug In To The EnergyBy Joshua TThis is not, as others have noted, a slick, comprehensive, or objective book. On the other hand, it is something much rarer--a book that breathes, that cuts through the lines of analysis and logic and connects with one's springs of motivation. It is the voice of an experienced professional who is still in touch with the scrappy neighborhood kid he once was, and who relates to similar people every day. This tone buys the book an enormous amount of credibility, which reinforces, rather than

detracts from, the encouraging advice the author gives. To paraphrase Bob Dylan's "Memphis Blues Again," if you are thinking of romancing a new enterprise, the typical business author just knows what you need, but Shefsky knows what you want. 9 of 12 people found the following review helpful. So what? By A Customer You'll probably get a pretty good idea of the book's subject by reading the other reviews. What I would like to tell you about is the style the book's been written in. Suppose, you're afraid of, say, flying. You're scared that the plane would crash. When you'd ask Mr. Shefsky for help, he would probably tell you something like this: "Well, you're afraid of flying because you've heard all the terrible stories about airplane crashes with tens of people killed. Never mind, just get on that airplane. Sure, something may go wrong with the plane. It may fall down and you may be sitting there helpless among the other panicked passengers, unable to do anything about the accident. Eventually, the plane would crash on the ground and everybody would get killed. So you're dead. What's the big deal? Don't be afraid of it." And if you're still not convinced, he might tell you the following story: "You know, there was a guy in New York called John Smith. He needed to get to Los Angeles, but he was afraid of flying. He got on the airplane anyway, flew to Los Angeles and nothing happened to him. Since then, he has been flying from NY to LA and back tens of times and he never had an accident." After that, Mr. Shefsky would start to tell you five more stories like this, but you probably wouldn't be listening to him anymore. The book's surprisingly feeble. It delivers some useful information but most of it is pretty trivial. I mean, if you don't already know the things Mr. Shefsky is telling, then you have a very long way to go. Actually, the book's so poorly written that it doesn't even deserve to be called bad. You know, bad books are the ones that make me angry or depressed. "Entrepreneurs Are Made Not Born" didn't awake any emotions in me. It's like a casual conversation with no content, structure or purpose. After finishing the book, I just wondered if Mr. Shefsky was trying to say something. 4 of 5 people found the following review helpful. INSPIRATIONAL PAGE TURNER By A Customer I had put off starting my business for years, always finding good excuses. Then I read Shefsky's book and pulled it all together. Now, I am building my business and having the time of my life!!! I only wish that I had Shefsky representing me years ago!!!! A great read full of fresh insight and guided inspiration. It's a must read for anyone wishing to advance in the business world today.

Top praise for this unique inside look at the winning secrets of successful entrepreneurship: A great reference guide that I wish had been available when I started my business back in 1951!--Lillian Vernon, Founder and Chief Executive Officer Lillian Vernon Corporation. What a boost to the entrepreneurial spirit! After reading *Entrepreneurs Are Made Not Born*, those who have hesitated will be inspired to make their dream a reality.--Jay Pritzker, Hyatt Hotels. Excellent book--a must read.--Peter J. Shea, CEO, *Entrepreneur Magazine*. Shefsky really understands entrepreneurs--Must reading for anyone who wants to be an entrepreneur, and especially for those who finance, work with, or study entrepreneurs.--Don Jacobs, Dean, Kellogg School of Management, Northwestern University.