



Entrepreneurial Living

7 Steps to Entrepreneurial Happiness

By Dietmar Grichnik

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"When was the last time you heard about Mark Zuckerberg, Elon Musk or Richard Branson? If you are like most people, you are told about the heroes of entrepreneurship every day. While this focus on the superstars makes entrepreneurship seem glamorous, it can also seem intimidating and an unrealistic career choice. This is entirely unnecessary – research clearly shows that anyone can learn to successfully launch and run a business. Entrepreneurial Living is a hands-on guide that demystifies entrepreneurship as something that can be measured and understood. Using the analogy of a board game and illustrative examples, the book teaches you the fundamentals of entrepreneurial life."

Contents

Preface; Acknowledgment; 1. Before Kick-Off: What Type of Entrepreneur Are You? Choose Your Playing Piece!; 2. The Game Manual: On the Path to Independence—Follow Your Entrepreneurial Self! 3. First Move: Start Your Entrepreneurial Future with a Great Problem! 4. Second Move: Applying Your Means Is Better Than Studying—the Inventory Check! 5. Third Move: Think in Goals Portfolios—Goals Are Gregarious Animals! 6. Fourth Move: Master the Uncertainty—Define Your Affordable Loss and Bootstrap Your Means! 7. Fifth Move: Broaden Your Means Inventory and Goals Portfolio—Cocreate through Friendchising; Make Friends! 8. Sixth Move: Find Your Entrepreneurial Role and Complete It in a Team—Find Brothers and Sisters in Arms—Team Up! 9. Seventh Move: Expect the Unexpected—Who Needs a Business Plan?—Not Me. But I Do Need a Plan B, C or D! 10. The Final Move? Go Back to Start! The Baby Test—Give It up for Adoption, Make Siblings, or Get a Divorce—Entrepreneurial Passion! 11. The Game Analysis: After the Game Is Before the Game – Consider Yourself Lucky and Shape Entrepreneurial Society with Others: Lucky You and Tell Your Story! Index.

About the Author(s) / Editor(s)

Dietmar Grichnik is professor of entrepreneurship, dean of the School of Management and director of the Institute for Technology Management at the University of St. Gallen, Switzerland. Founder and director of the Centre for Entrepreneurship and the Global Centre for Entrepreneurship and Innovation, he was chosen as one of the top 100 leading entrepreneurship professors worldwide by high-tech entrepreneurs in 2015. Grichnik is the author of several books and over 200 research articles on entrepreneurship and management.

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