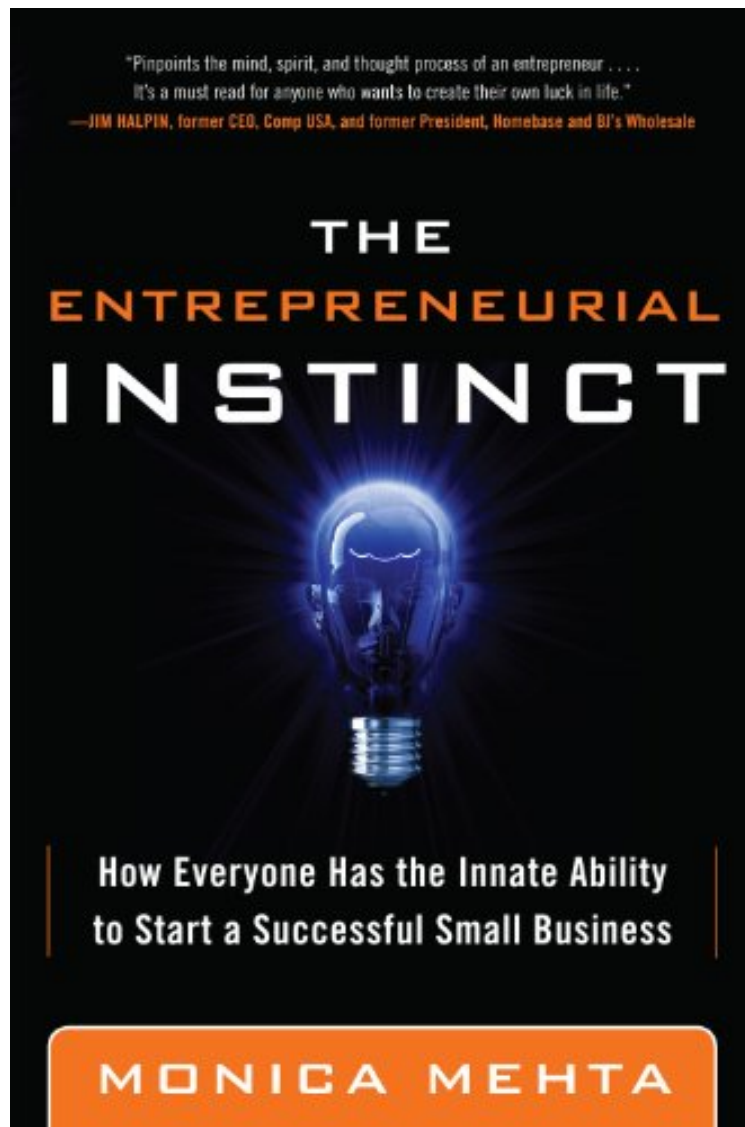


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## The Entrepreneurial Instinct: How Everyone Has the Innate Ability to Start a Successful Small Business

Monica Mehta

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**Monica Mehta : The Entrepreneurial Instinct: How Everyone Has the Innate Ability to Start a Successful Small Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Entrepreneurial Instinct: How Everyone Has the Innate Ability to Start a Successful Small Business:

1 of 1 people found the following review helpful. A must-read for anyone ready to dive into the world of entrepreneurship!By Dane O.Coming from a background with no formal training but a desire to start my own

business, this book helped me gain the mental fortitude and understanding of what it really means to be an entrepreneur. Filled with many well known and not so well known anecdotes about small business successes, it is a major inspiration to those who think they might not be able to make it. Remember every major brand name you know today started as one or two people with nothing but an idea and the shirts on their back, you are no different and you don't need an MBA to pursue your dreams and start your own business! If you are sitting there dreaming about your business, get this book and know the first steps to get yourself on the right track to success. 0 of 0 people found the following review helpful. Two Stars By William Beck I didn't care for it. 0 of 0 people found the following review helpful. Facts Why Most of us Should be Entrepreneurs By C Anonymous Well written book. Tells it from the heart. Anyone wishing to have their own business should read this book as it is very inspirational. The most interesting thing about the book is that it is written by Mehta who has never had her own business but has viewed how her parents came to the US with not much and built an empire of stores. She viewed others who had success at business that also had demise building a business. Stories and conclusions make the book a great read.

Unlock your innate entrepreneurial talents, take rewarding risks, and launch and run a successful business The Entrepreneurial Instinct explains that entrepreneurial success is not the result of education, IQ, access to capital, or even an earth-shattering business plan. Instead, it comes from the instincts that enable entrepreneurs to take risks for gain and utilize adaptable action-oriented business planning. The Entrepreneurial Instinct shows you how to tap into your innate abilities to become a financially successful entrepreneur. Monica Mehta is a Managing Principal at Seventh Capital, a New York-based investment firm where she is actively involved with the day-to-day operations of portfolio companies.

"This book nails it. It pinpoints the mind, spirit and thought process of an entrepreneur and explains how a guy like me can have ADHD, struggle in school and STILL retire at 49. It's a must read for anyone who wants to create their own luck in life." - Jim Halpin, former CEO Comp USA, former President of Homebase BJ's Wholesale. "The Entrepreneurial Instinct is a must read for anyone aspiring to excel by challenging conventional wisdom and rolling with the punches to do what comes naturally." - Ajay Banga, President CEO, MasterCard Worldwide "Illuminating and rich case based insights into the physiology that drives entrepreneurial risk-taking and decision-making." - Ian MacMillan, Professor of Entrepreneurship, Director of Sol C. Snider Entrepreneurial Research Center, The Wharton School "I couldn't put this book down. The author does an outstanding job drilling down to unearth exactly what allows some to risk life and limb to create something of value, a feat that should ignite interest in many. Highly recommended reading." - Robert DiRomualdo, Former Chairman CEO Borders Group, Former CEO Hickory Farms "This book gets rid of the last excuse of the would-be entrepreneur: fear. The Entrepreneurial Instinct helps you take smarter risks with less angst. It obliterates a lot of the conventional wisdom around entrepreneurship, and shows what it really takes to succeed." - Kimberly Weisul, Inc Magazine About the Author Monica Mehta is an investor, author and sought after expert on small business and finance topics. She brings 15 years of hands-on experience as an operator of multi-million dollar consumer businesses and advisor to hundreds of entrepreneurs. She is currently a Managing Principal at Seventh Capital, a New York based investment firm. She also writes a regular small business column for Bloomberg Businessweek and appears on-air as a finance expert for Fox News, Fox Business, ABC News and MSNBC. She is a graduate of the Wharton School of the University of Pennsylvania.