

Oficina do empreendedor

By Fernando Dolabela

Genre : Small Business & Entrepreneurship

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Oficina do empreendedor by Fernando Dolabela is Small Business & Entrepreneurship Depois de lançar O segredo de Luísa, que se tornou referência na área de empreendedorismo ao ensinar os conceitos-chaves da administração por meio de uma saborosa ficção, Fernando Dolabela apresenta agora um guia completo para ajudar os leitores a aprofundar seus conhecimentos e a colocar seus projetos em prática. Voltado para qualquer pessoa que queira investir em novos rumos na carreira e para os professores que desejam auxiliar os alunos a expandir seus horizontes, Oficina do empreendedor explica passo a passo todas as etapas do processo de criação de uma empresa, desde a concepção da idéia até a sua realização. Como resultado de anos de pesquisas, Dolabela elaborou uma metodologia de ensino que abrange essas lições e que hoje é oferecida por mais de 4.000 professores em centenas de escolas e instituições de ensino superior do Brasil e do exterior. Nesse livro, o autor oferece todas as informações, técnicas, dicas e teorias discutidas em sala de aula. Dessa forma, ele se torna útil não só para os professores como também para qualquer pessoa que precise de orientação para abrir o seu negócio. Com uma linguagem simples, sem academicismos e jargões, Oficina do empreendedor traz informações atualizadas sobre o mercado de trabalho, pesquisas, modelos de planos de negócios, exercícios, testes e questionários que avaliam o conhecimento do leitor em relação ao seu ramo de atuação, aos seus concorrentes e ao seu próprio produto. "Não vá para onde o caminho o leva. Vá, pelo contrário, por onde não há um caminho e deixe suas pegadas." - Ralph W. Emerson **Top Books, Featured Books, Top Textbooks, Top Free Books, Top Audiobooks, Audiobooks, Arts and Entertainment Books, Biographies and Memoir Books, Business and Finance Books, Children and Teens Books, Comics and Graphic Novels Books, Computers and Internet Books, Cookbooks Food and Wine Books, Fiction and Literature Books, Health, Mind and Body Books, History Books, Humor Books, Lifestyle and Home Books, Mysteries and Thrillers Books, Nonfiction Books, Parenting Books, Politics and Current Events Books, Professional and Technical Books, Reference Books, Religion and Spirituality Books, Romance Books, Sci-Fi and Fantasy Books, Science and Nature Books, Sports and Outdoors Books, Travel and Adventure Books**

More Recommended Books

[**2015 Trends and Predictions Guide for Small Business: Everything you need to know to run a successful business in 2015**](#)

By : **Kimberly Deas**

This guide highlights the changes in each of the 12 keys areas of a small business as well as the key concerns and what to do to protect and grow your business in 2015. These key areas include: Overall Economic Climate, Banking / Lending Climate, Insurance Climate, Healthcare Climate, Human Resources and Compliance, Hiring Climate, Technology Climate, Marketing Climate, Financial Planning, Financial / Bookkeeping / Tax Climate, Legal Climate, and Exit Planning Climate. Each chapter has Statistics / graphs, Trends / predictions or changes for 2015 and top concerns that a small business needs to be aware of to stay successful and lastly, expert tips for how to protect your business in the coming year. These topics are reviewed from a national perspective. At the very end is a section specifically dedicated to local resources for the great Jacksonville Florida area to further

guide small business owners in the growth and development of their business. Many of these resources are at no cost or are a low cost option and are specific to businesses.

Dreams Are Built Overnight

By : **David, Shands & Eric Thomas**

David Shands is a fashion mogul and inspirational leader. From employee to employer, David worked in various customer oriented industries by day while building his own apparel business by night. He coined the phrase "Sleep is 4 Suckers" starting out with wristbands and a unique story, later evolving into a clothing line and way of life. A specialist in motivational speaking and mindset tailoring, David works to inspire and uplift many with his brand's tag line: "if you lose sleep doing what you love, you will eventually live the dream that you only would have dreamt." In a few short years, the "Sleep Is 4 Suckers" concept has evolved from selling t-shirt's out of the back seat of his car, to selling his message on apparel across the globe. David lives by the "Sleep Is 4 Suckers" motto and has an entrepreneurial spirit that continues to garner recognition from his peers and others from all walks of life. David stretches you and commands greatness from anyone who falls under the sound of his voice. Staying the same is never an option after an encounter with David Shands, and this book is no exception. So if you're ready to make the transition from your job to your dream like David, we invite you into the pages of this well-written, easy to read work of art.

Start Your Own Consulting Business

By : **Leslie Truex**

ABOUT THE BOOK Starting a consulting business is one of the best ways to leverage your expertise into a profitable career. According to the Bureau of Labor Statistics, consulting is predicted to be the industry with the largest growth from 2008 to 2018. Depending on your skills and experience, starting a consulting business can be done quickly and affordably. In his book, Getting Started as A Consultant, Alan Weiss, Ph.D. defines consulting as the application of talents, expertise, experiences and other relevant attributes, which results in an improvement in the clients condition, (p. 1). In essence, a consultant uses his knowledge to identify problems, recommend solutions, and assist in making change. MEET THE AUTHOR Leslie Truex is a freelance writer and author on the subjects of small business, telecommuting and marketing. Her books include The Work-At-Home Success Bible (Adams Media, 2009) and Jobs Online: How to Find and Get a Work-At-Home Job. She's the owner of the 14 year old WorkAtHomeSuccess.com, which has been recognized by telework and small business associations as a quality resource for work-at-home information. She has appeared on The Daily Buzz, CNN.com, Women's World Magazine, Redbook, and in a host of other media outlets. EXCERPT FROM THE BOOK You have a business license, a contract and an office, but without clients, you dont have a business. Once youve done the busy work to establish your business, your most important task is marketing. Even when you have clients, marketing is crucial to ensuring you always have enough work to stay in business. The first rule of marketing is realize that its not about you. That might sound like a contradiction since marketing is about enticing clients to hire you. But clients dont buy you for how great you are or how many letters appear after your name. They buy the results you can give them. CHAPTER OUTLINE Start Your Own Consulting Business + Introduction to Starting a Consulting Business + How to get started + Business Structure + Marketing + ...and much more

The Art of Being Brilliant

By : **Andy Cope & Andy Whittaker**

A pep talk in your pocket This short, small, highly illustrated book will fill you to the brim with happiness, positivity, wellbeing and, most importantly, success! Andy Cope and Andy Whittaker are experts in the art of happiness and positive psychology and The Art of Being Brilliant is crammed full

of good advice, instructive case studies, inspiring quotes, some funny stuff and important questions to make you think about your work, relationships and life. You see being brilliant, successful and happy isn't about dramatic change, it's about finding out what really works for you and doing more of it! The authors lay down their six common-sense principles that will ensure you focus on what you're good at and become super brilliant both at work and at home. A richly illustrated, 2 colour, small book full of humour, inspiring quotes and solid advice A great read with a serious underlying message – how to foster positivity and bring about success in every aspect of your life Outlines six common-sense principles that will help you ensure you are the best you can be

[How to Achieve Your Goals, Manage Time, and Truly Live 24 Hours A Day](#)

By : **Beth Ann Erickson**

Write. Dance. Read. Enjoy Music. Create. What Do You Enjoy? Do you want the time to finish a special project, work on your dream, read a favorite book, but just aren't sure how to carve some time out of your already packed schedule? Well, I'm about to rock your world. Slicing time to truly live within a 24 hour period shouldn't be treated as a luxury, it's a necessity. I believe the happiest people are those who take the time to pursue their dream. I know what you're thinking. You're busy. Real busy. Not to worry. I know what it's like to hold down a full time job, raise a family, volunteer for worthy organizations, hold tight to a dream... and try to ferret a few spare minutes for yourself. But, what's the biggest problem when it comes to managing your time? If you really want to take charge of your life, don't do what most people do – wait for life to slow down. It'll never happen. Don't let your dreams languish. Take charge of your life. Time management is not only simple but, if you take the (short) contents of this manual to heart, you'll soon find your dreams take flight. Yes, time management can be effortless and (most importantly) enjoyable. Let me show you how.

[Democratizing Innovation](#)

By : **Eric von Hippel**

Innovation is rapidly becoming democratized. Users, aided by improvements in computer and communications technology, increasingly can develop their own new products and services. These innovating users -- both individuals and firms -- often freely share their innovations with others, creating user-innovation communities and a rich intellectual commons. In Democratizing Innovation , Eric von Hippel looks closely at this emerging system of user-centered innovation. He explains why and when users find it profitable to develop new products and services for themselves, and why it often pays users to reveal their innovations freely for the use of all. The trend toward democratized innovation can be seen in software and information products -- most notably in the free and open-source software movement -- but also in physical products. Von Hippel's many examples of user innovation in action range from surgical equipment to surfboards to software security features. He shows that product and service development is concentrated among "lead users," who are ahead on marketplace trends and whose innovations are often commercially attractive. Von Hippel argues that manufacturers should redesign their innovation processes and that they should systematically seek out innovations developed by users. He points to businesses -- the custom semiconductor industry is one example -- that have learned to assist user-innovators by providing them with toolkits for developing new products. User innovation has a positive impact on social welfare, and von Hippel proposes that government policies, including R&D subsidies and tax credits, should be realigned to eliminate biases against it. The goal of a democratized user-centered innovation system, says von Hippel, is well worth striving for. An electronic version of this book is available under a Creative Commons license.

[Die Geheimnisse der Hidden Champions](#)

By : **Handelsblatt GmbH**

Sie heißen Rimowa, Deiters, Tente, Klais, Utsch, Hark, Festo, Wilo, Kiekert oder Mennekes – die geheimen Weltmarktführer aus Nordrhein Westfalen. Handelsblatt-Redakteure haben 14 Hidden Champions besucht und die Gründe für ihren Erfolg erfahren. Nicht zuletzt stellen wir Ihnen die Persönlichkeiten hinter den Geschäftsmodellen vor: Lesen Sie, wie Sauerländer auf Chinesen zugehen, was Krankenhausbetten in den USA mehr leisten müssen als hierzulande und warum der Hund von William Verpoorten keinen Eierlikör bekommt.

Flying Solo: How To Go It Alone in Business Revisited

By : **Robert Gerrish, Sam Leader & Peter**

From the founders of Flying Solo, Australia's micro business community, comes the book that started it all, fully updated for a new wave of modern business owners. Originally published by Allen & Unwin in 2005, Flying Solo: How to go it alone in business is the bestselling guide to breaking out on your own. It gives you the tools you need to plan and start your own venture or totally overhaul and rejuvenate one that's been ticking along for years. Combining motivational and practical advice, Flying Solo explores the habits and behaviours of successful soloists; explodes some of the myths of marketing, time management, online success and networking; and ensures you thrive as a micro business owner.

Entreprendre et savoir s'entourer

By : **Louis Jacques Filion**

L'entrepreneuriat intéresse de plus en plus les Québécois. Afin de mieux faire comprendre ce qu'est un entrepreneur, ses façons de penser et de faire, afin aussi de susciter l'esprit entrepreneurial et le goût d'entreprendre, ce livre relate les parcours fascinants de quelques bâtisseurs dont certains sont parmi les plus célèbres au Québec. Jean Coutu • Lise Watier • Luc Maurice • Nicolas Duvernois • Bernard Bélanger • Jean Bélanger • Julie Sansregret • Nancy Neamtan • Marie Michèle Del Balso • Martin Hogue • Pierre Ducros • Jean-Yves Sarazin Le métier d'entrepreneur est en pleine mutation. On nous présente souvent les entrepreneurs, ces personnes innovantes, comme des héros qui travaillent en solitaire. Pourtant, comme ce livre le démontre, celui qui réussit à faire croître son entreprise est un passionné qui a su bien s'entourer. Il impulse un mouvement à une équipe à laquelle il confère une énergie créatrice qui vient multiplier de façon exponentielle sa capacité à créer et à innover. Les collaborateurs et les facilitateurs dont il s'entoure sont fortement motivés à se dépasser et contribuent à réaliser sa vision. Les modèles inspirants présentés dans ce livre montrent clairement que la réussite entrepreneuriale est celle d'un leader créatif et imaginatif qui a su réunir autour de son projet les bonnes personnes. La mise en place d'un écosystème entrepreneurial fait sur mesure permet à ces équipes de continuer à innover, à progresser, à conquérir des marchés, à aller toujours plus loin.

Secrets of the Sharing Economy: Unofficial Guide to Using Airbnb, Uber, and More to Earn \$1000's

By : **Glenn Carter**

Sharing is caring. Sharing makes you money. It's time to take your slice of the pie. Are you looking to make ends meet? Have you tried to work two, three, or more jobs without making much headway? Experienced entrepreneur Glenn Carter can show you how to earn extra money every month with minimal time and effort. Welcome to the sharing economy. The sharing economy pays out millions of dollars a day to people just like you. By the year 2020, this enterprise will be worth over \$300 billion. The time to get involved is now, and it's easier than you'd think. Secrets of the Sharing Economy goes beyond well-known platforms like ride-sharing company Uber and home-sharing enterprise Airbnb to tell you about over 50 other online platforms you can leverage to turn underused assets into income-producing nest eggs. In this book, you'll discover: - How to turn free time and a love for

animals into a pet sitting side gig - Why people are willing to pay for car sharing while you're not driving - What you can do with your extra clothes to line your own pockets - How a love for crafting can earn you cash on the side - And much, much more! Glenn Carter is a family man and a full-time employee, but he's cracked the code to making side income through a variety of sharing economy platforms without letting them take over his life. Take a journey with Glenn to find out more about this new system and how you can implement money-making action plans today. *Secrets of the Sharing Economy* is a fascinating and informative read that can help you live a more flexible and financially-savvy lifestyle. Whether you need to make an extra hundred dollars a month or run your own full-time business, this book will show you exactly how to capitalize on a thriving trend. Buy the book to join a growing community of money-makers today!

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