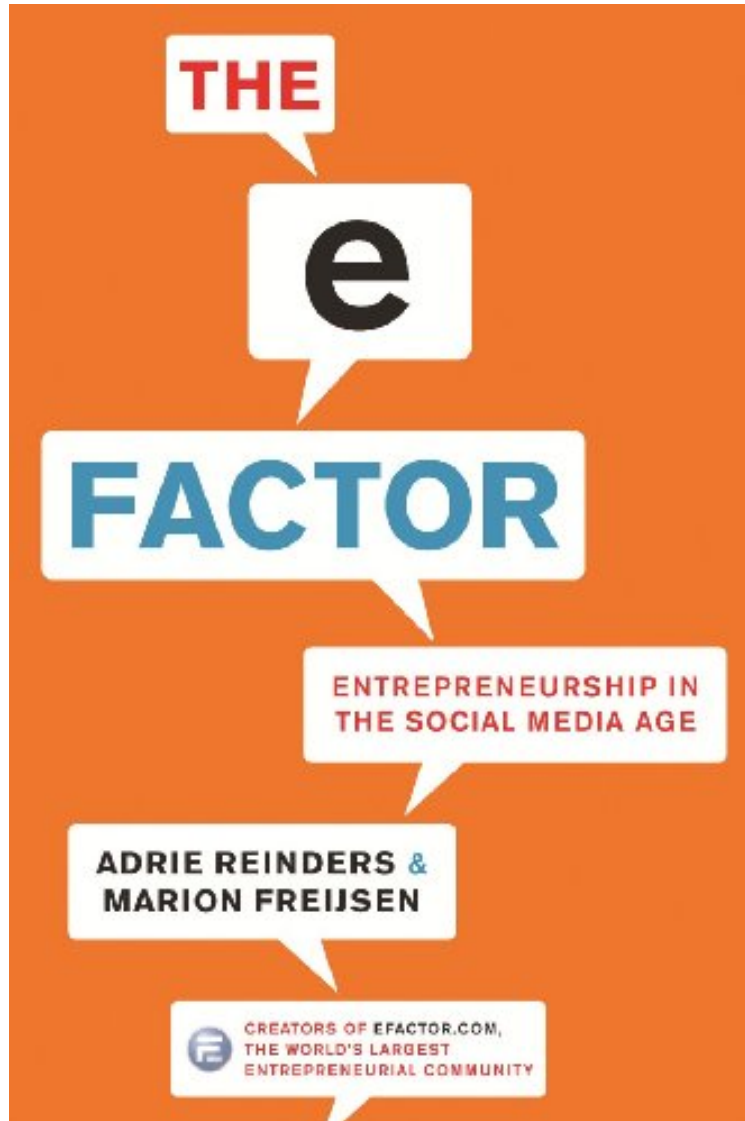


The E-Factor: Entrepreneurship in the Social Media Age

Adrie Reinders, Marion Freijssen

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Adrie Reinders, Marion Freijssen : The E-Factor: Entrepreneurship in the Social Media Age before purchasing it in order to gage whether or not it would be worth my time, and all praised The E-Factor: Entrepreneurship in the Social Media Age:

4 of 4 people found the following review helpful. A great guide for entrepreneursBy Brian BanmillerWhen asked me to write a review I jumped at the chance. As a business reporter for more than 40 years, I've read far too many so-called "self-help" books that leave the reader empty at the end, with too many platitudes and too little depth. By contrast, I find this book the perfect combination of inspiration, motivation, solid real-life examples and specific advice.The reason is simple. The authors of "The E-Factor" are the real deal. Adrie Reinders and Marion Freijssen are

serial entrepreneurs with the solid decades-long backgrounds vital to helping readers navigate the challenging world of entrepreneurship. They have witnessed success and failure, so treat them both with the professional detachment necessary to best educate the reader. Of special mention are the social media tools the authors highlight throughout the book, making their information much more practical. They certainly must practice what they preach, since their web site has a community of more than a million members. I proudly count myself as one of them. 0 of 0 people found the following review helpful. EFACTOR a "must-read" for all Entrepreneurs By thomas trainer Adrie and Marion have written the Definitive book to guide Entrepreneurs on all aspects of bringing their Idea to life, including a "look around the corner" to anticipate what pitfalls and opportunities will exist for startups, early-stage and growing companies, and how to deal with them. They address a wide range of topics, from Funding, how to get value from tools like Social Media and Technology in general, the various ways to build and utilize a Network of people and Firms who will be valuable, and many more. What's also important is that they speak to these issues and opportunities from a first-hand perspective having been, and still are, Entrepreneurs themselves. They relate some of their own "if-only"s and their own "aha"s in a very interesting and conversational manner which readers will relate to and learn from. Reading this book will be one of the best investments you make in you Venture. 0 of 1 people found the following review helpful. Thought Provoking Insightful By Somnath Chatterjee Lot to learn from eFactor journey and the cherished dream of the founders. Recommended reading for its candid exposition of typical journey of entrepreneurs in the emerging global tech and biz environment.

As an entrepreneur, you're not afraid to bend the rules and think outside the box. You're not burdened with linear thinking, and thinking differently and trying new approaches enable you to solve problems. As serial entrepreneurs and cofounders of the largest social network for entrepreneurs in the world, EFactor.com, Adrie Reinders and Marion Freijssen know about the challenges facing new entrepreneurs in the current business environment. Their site with a community of one million-plus and growing rapidly is a virtual marketplace for entrepreneurs to make business connections, negotiate deals, exchange information, and advertise their products and services. In The E-Factor, Reinders and Freijssen educate entrepreneurs on the pitfalls that take down most entrepreneurs before they get started, such as restricted resources, skills gaps, and financial limitations, and show you how to overcome these obstacles. Discover how best to secure funding for your fledgling startup and how to use new forms of social media work to your advantage. Along the way, read a wide array of case studies of successes and learn lessons from others' failures, including those from small business owners and burgeoning entrepreneurs, all the way up to multinational corporations, global brand leaders, and the founders themselves. The E-Factor shows you how to gain leverage and evaluate and reassess goals, products, and company structure to meet needs in a competitive environment. Combine the best traditional entrepreneurial thinking with new tools, ideas, and channels now at your disposal.

"Here, Adrie and Marion have illustrated how the two worlds of entrepreneurship—the traditional and the new age of networking—can intersect for an even higher level of connection, opportunity, and success." Jim Solomon, Serial Entrepreneur; MBA Professor, University of Utah; and Certified Public Accountant Business as usual? Not anymore. Adrie and Marion have created a must-read's guide for entrepreneurs who want to compete effectively in today's business environment. Learn how to go beyond the tried and true to catapult your business to success." Susan Wilson Solovic, CEO, It's Your Biz