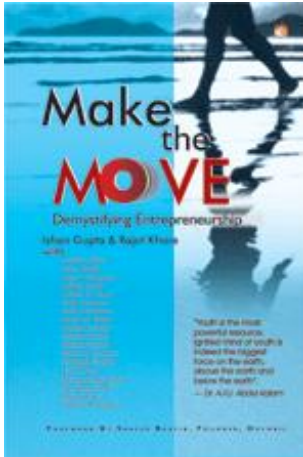




Make The Move-demystifying Entrepreneurship



Author: Ishan Gupta & Rajat Khare

Format: Paperback

ISBN: 8178061147

Code: 4023A

Pages: 158

Price: Rs. 95.00 US\$ 4.00

Publisher: Unicorn Books

Usually ships within 15 days

The President said to the authors-

You must always remember this whenever you venture out into the world:

- * You must have a goal or mission in life.
- * You must acquire knowledge about your target.
- * You must sweat it out.
- * You must have the willpower to succeed when there is a problem.
- * You must and surely will achieve the goal.

Whenever you will be entrusted with an important task, you may feel scared whether you would be able to do it. At that time, you must take a step ahead and become the captain of the problem and not let the problem rule you. You will then defeat it for sure. Then you will succeed.

Ishan Gupta is a passionate entrepreneur, renowned speaker, motivator and mentor. Through his seminars and workshops on subjects such as entrepreneurship and marketing, he has inspired many to follow their dreams. He is Co-Founder, Appin Knowledge Solutions and a force behind its marketing campaigns. He has been responsible for establishing it as one of the top technology training institutions in India and abroad. He has graduated in Instrumentation and Control Engineering from NSIT, University of Delhi.

Rajat Khare is a technopreneur and a renowned expert in the field of IT Security and Ethical Hacking. He is Co-Founder, Appin Knowledge Solution and the brain behind its technology products. He has been responsible for the launch of Appin Learning Centres across the world. A guest speaker at various prestigious events, he has written books on motivation and technologies like IT Security. He has graduated in Computer Science from the Indian Institute of Technology Delhi, after securing a 26th rank IIT JEE.

Both have been best friends since childhood and have shared a lot of precious moments together. Now they would like to share their beautiful story of how they ventured into the corporate world unprepared and unaware, and in three short years have made a niche for themselves in the technical education industry.

Contents

CONTENTS:



Part - I

1. Re-defining Entrepreneur and Entrepreneurship
2. Essentials of Entrepreneurship
3. Initial Phase of Entrepreneurship
4. Understanding Finance
5. Conversion to Serious Business
6. Scaling the Business Realising the Vision
7. Human Resource Management
8. Marketing Expertise
9. Brand Development and Management

Part - II

Our Own Story

(December 23rd 2003, 9:15 p.m.)

Part - III

Those who Made the Move

Experience Cannot be Taught

(Ambika Pillai)

Entrepreneurship is the Way to Live

(Anuj Khare)

Follow Your Instincts

(Arjun Malhotra)

The Fashion Guru

(Ashish Soni)

Dance from the Heart

(Ashley Lobo)

Challenges for the Entrepreneur

(Dilip Cherian)

Obsessive Passion

(Dilip Chhabria)

Gaining A Winning Edge

(Dr. Kiran Mazumdar-Shaw)

Globalising a Legacy

(Mohit Burman)

Escorts Towards Newer Horizons

(Nikhil Nanda)

Entrepreneurs and Entrepreneurship

(Prof. Patrick Turner)

Yes, You Can Do It!

(Pradeep Chopra)

Spreading the Technology Information

(Pradeep Gupta)

Creating a Groundswell of Computer Professionals

(Rajendra S. Pawar)

Dare to Dream, Dare to Fail, Dare to Resurrect, Dare to Succeed

(Raveena Raj Kohli)

Putting your Money Where your Mouth is

(Sandeep Tyagi)

Entrepreneurship in the Internet Era

(Tarun Wig)

Sharp Focus is a Must

(Vishnu R. Dusad)

About Pustakmahal Publishers

Pustak Mahal publishes an extensive range of books that are both affordable and high-quality.