

# INDEX

## A

Abott Laboratories, 106  
American Express, 118  
Analog Devices, 74  
Analogic Corp., 74  
AngelDeals.com, 80, 99–100, 103,  
206–209  
Angel investors, 185, 188, 190,  
192, 206  
Assets, 24, 128  
    financial statements and,  
    132–134, 223  
    loans and, 131, 185, 190  
Assumptions, 6, 11, 155–156  
    customer capture and, 201  
    definition of, 141–142, 160, 167  
    equity investors and, 191–192  
    examples of, 99, 134–140  
AT&T, 74  
Avis, 118

Avoid cycle, 221–223  
Avon, 105

## B

BABSON, negotiation and,  
177–178  
Balance sheet, 128, 140, 142,  
222–223  
    example of 131–132  
    Grandma's cigar box and,  
    119  
*Banker and Tradesman*, 40  
Beading Café, example executive  
    summary, 161–164  
Ben & Jerry's, 105–107  
Beristain, Edith, 41–42  
Bigcharts.com, 80  
Bocajava.com, 98–100, 103

## INDEX

- Body Shop, The, 105
- Bootstrapping, 62–71
  - checklist, 70
  - competitor sleuthing and, 69
  - examples of:
    - Jack Doherty and, 68
    - Michael Gordon and, 62–68
    - Nicholas Graham and, 68
  - guerrilla financing and, 187
  - jobs performed during, 69
- Boston Big Dig, 145
- Boston Duck Tours, 42
- Brainstorming:
  - entrepreneurial power skills and, 11
  - financing and, 187
  - ideas and, 40, 45, 190, 202
  - problem-solving and, 12, 18, 24–27
  - rules for, 25
- Breakeven analysis, 167
  - costs of goods sold and, 140–141
  - financial statements, 128
  - operating costs and, 140–141
  - projection of, 142
- Bright Horizon’s day care, 87
- British Petroleum, 106
- Burt’s Bees, 55
- Business,
  - choosing customers in, 199–200
  - customer-centered, 195–197, 201–203
  - design:
    - competitive advantage and, 84, 86, 89–90, 92
    - elements of, 86
    - operations, 87–88
    - revenue streams, 87, 93, 160
    - strategy, 86
  - Money Machine and, 84–94
  - virtual, 95–104
- diagram of, 61
- goals, 180–181
- growing pains of, 213–224
- modeling, 84–94
- plan:
  - body of, 154–155
  - competitive advantage and, 165–166
  - executive summary and, 154–168
  - keys to success in, 155
  - marketing and sales and, 155
- social consciousness in:
  - companies exemplifying, 105–110
  - design option for:
    - community giving, 108
    - eliminate pollution, 107–108
    - social responsibility, 105, 106–107
    - strategic non-profit alliance, 106
- start-ups:
  - examples of, 206–209
  - first customer of, 210–212
  - identity creation for, 206
  - keys to success and, 205, 209–210, 212
  - launch of, 204–212

- legal advice and, 206
  - Milestone Charts and, 205, 208–209, 212
  - resources mobilization for, 206–208
  - to-do lists and, 209, 212
- C**
- Cash flow:
    - consideration of, 22–23, 63, 129, 192, 217–218
    - control of, 71
    - financial statements and, 128–131, 140
    - negative, 63
    - positive, 160, 166–167
  - Change:
    - global, 40, 220
    - Gordon’s CUSTOMER model, 221
    - Gordon’s Strategic Planning Cycle: AVOID at Your Peril!, 222–224
  - Cisco Systems, 93, 106
  - City Year, Timberland and, 106
  - C&K Components, 92
  - Closing the sale:
    - Girard, Joe, 124
    - keys to success and, 124
    - strategy and, 123–124
  - Cohen, Len, 49–54, 62–67, 147
  - College Hype, 68–69
  - Commodore Hotel, 1–2
  - Compaq Computer, 60
  - Competitive advantage:
    - approaches for, 114–120
    - business design and, 84, 86, 89–90, 92
    - business plan and, 165–166
    - executive summary and, 154, 156, 158–159
    - Gordon’s CUSTOMER model, 30, 35, 118, 125, 127
    - intensity of, 76
    - market share and, 77–78
    - price and, 51
    - resources and, 150, 218
    - strategy and, 110–111, 114–120, 125
    - uniqueness and, 125, 215
    - web site traffic and, 95–104
  - Competitive Advantage*, Michael Porter and, 112
  - Competitive Strategy*, Michael Porter and, 112
  - Competitor(s):
    - becoming the fiercest, 82
    - change and, 220
    - executive summary and, 158–159
    - industry definition and, 76–78
    - Porter’s Five Forces model and, 72–76
    - sleuthing of, 78–81, 96, 122, 181
    - databases and, 81
    - Reference United States, 81
    - Dunn and Bradstreet, 81

## INDEX

- Competitor(s) (*Continued*)
- franchising and, 81
    - Franchising Opportunities Guide*, 81
    - Ultimate Book of Low Cost Franchises*, 81
  - libraries and, 81
    - Kirstein Business Branch of the Boston Public Library, 81
  - Milestone Chart and, 208
  - online data and, 80–81
  - trade magazines or shows, 74
    - Trade Show Week Data Book*, 81
    - Trade Show World* and, 81
  - web sites and, 80
  - World Wide Web and, 80
  - Yellow Pages and, 81
- Content providers, World Wide Web and, 104
- Cost of goods sold, 132, 134
- breakeven analysis and, 140–141
  - example of, 136–138
- Cowain, Peter, Seabait Ltd. and, 117
- Craft-Built Manufacturing Company, 126
- Craigslist.com, 88–89
- Current ratio, 132
- Customer(s):
- business success and, 1
    - 94–203
  - capture of, 200–201
  - choosing of, 199–200
  - needs of, 113–114
  - perspective of, 198–199
  - satisfaction, 85, 93, 101, 120
  - value to, 123, 215
    - difference and, 112
- Customer-centricity, 29, 200–203
- building company with, 195–197, 201–203
- CEO and, 195
- Girard, Joe and, 126
- Gordon's CUSTOMER model, 29, 35
- management team and, 147
- CVS, 118
- ## D
- DaimlerChrysler AG, 116
- Databases, competitor sleuthing and, 81
- Data General, 92
- Debt:
- equity ratio and, 132
  - funding plan and, 183
- Dell, 116
- Difference, customer value and, 112
- DMOZ.com, 100
- Doherty, Jack, bootstrapping and, 68
- Doing business as (DBA), 206
- Domino's Pizza, 86

Due diligence, 156, 166,  
192–193  
Dunn and Bradstreet, 81

## E

Early-stage funding, 189–191  
Earnings before interest, taxes,  
depreciation, and amortization  
(EBITDA), 132  
as profit from operations  
(PFO), 140  
eBay, 26, 102–104, 187  
Pierre Omidyar and, 87–88  
Edison, Thomas, 17  
Einstein, Albert, 194  
*Entrepreneur*, 40  
Entrepreneurial power skills,  
4–13, 178  
act decisively, 12  
asses the present situation,  
10–11  
behave with integrity, 12–13  
be unstoppable, 11  
brainstorm, 12, 25–27  
communicate effectively, 12  
go after bold visions, 10–11  
Power of Zero, 11  
make good decisions, 12  
mobilize powerful resources,  
12  
negotiate firmly and “win  
winly,” 11  
solve problems, 11–12

Entrepreneurial resources,  
145–151  
financial, 150  
imagination, 151  
infrastructure, 151  
knowledge, 150–151  
physical, 149–150  
people, 146–149  
advisors, 148  
business service providers,  
148–149  
company culture, 147–148  
family and friends, 149  
management team, 147  
partners, 147  
you, 147  
Entrepreneurship, 7  
ability to learn and, 3, 10, 13  
actions and, 7–8  
brainstorming and, 25–27  
Donald Trump on, 1–3  
Gordon’s CUSTOMER model,  
28–35  
ideas and, 36–47  
fit and, 45–47  
mindset and, 7–8  
mobilizing resources and, 2,  
144, 153, 206–208  
opportunity and, 22, 31–32,  
36, 48–61  
as personal voyage, 8, 16  
life goals for, 9–10  
Michael Gordon’s example  
of, 9–10  
obstacles during, 8, 15–24  
career risks, 21, 24  
doubt, 23–24

## INDEX

- Entrepreneurship (*Continued*)
- emotional risks, 21–22, 24
  - health stress, 22, 24
  - lack of big opportunity, 22, 24
  - lack of financial resources, 18, 24
  - lack of inertia, 23–24
  - minimal tolerance for risk
    - in general, 22–24
  - potential for financial loss, 18, 24
  - pressure on family and time, 22, 24
  - you during, 8–9, 15
  - your goal during, 8–10
- process and, 7–10
- Money Machine and, 85, 93
  - obstacles during, 8, 16–24
  - opportunity to customer satisfaction, 85
- resource control and, 149–150
- as trial-and-error game, 16
  - uniqueness and, 30
  - vision and, 1
  - World Wide Web and, 95–104
- Equity:
- financing, 185, 188–189
  - funding plan and, 185
  - investor:
    - assumptions and, 191–192
    - interest from, 192–193
- Espirit, 55
- Essler, John, 124
- Executive summary:
- business plan and, 154–168
  - competitive advantage, 154, 156, 158–159
  - example of, 161–164
  - investors and, 167
    - due diligence of, 156
  - keys to success and, 156, 162
  - Opportunity Screening Funnel and, 56, 156
  - outline of, 157–161
    - business designs, 160
    - competition, 158–159
    - core technology, 158
    - financial projections, 160
    - future growth and developments, 160–161
    - market penetration strategy, 159
    - mission statement, 157
    - operations, 159–160
    - opportunity, 157–158
    - present status, 159
    - team, 159
  - requirements for, 155–157
  - revenue streams and, 156
  - 10-point self critique, 164–167
- Exhibits, downloadable:
- assumptions, 137
  - balance sheet, 133
  - bootstrapper’s checklist, 70
  - business design options, 91
  - cash flow analysis of Saul’s business, 130
  - competitor analysis, 83
  - early-stage funding sources, 190

## INDEX

- essential entrepreneurial power skills, 14
- factors in customers' buying decision, 198
- financial needs for start-up and early growth, 182
- Gordon's CUSTOMER model, 29
- improve your chances of equity investor funding, 186
- industry analysis checklist, 79
- needed resources for the start-up of AngelDeals.com, 207
- opportunity screening checklist, 57
- positional negotiating techniques, 176
- simplified income statement, 135
- sources of capital and their requirements, 184
- sources of competitive advantage, 126
- stages of financial needs, 20
- table of fit between you and your idea, 44
- table of obstacles and risks, 24
- total operating costs, 139
- Eziba, 105
  
- F**
  
- Failure, compared to nonsuccess, 17
- Fear, acting anyway, 15–27
  
- Financial loss:
  - potential points of, 19
    - Breakeven Sales and, 18–20
    - Development Stage and, 18–20
    - Nonsuccess and, 18–20
    - Zero Stage and, 18–20
- Financial statements:
  - balance sheet, 128, 131–132
    - assets and, 132, 134, 223
    - liabilities and, 132
    - net worth and, 132
  - breakeven analysis, 128
  - cash flow statement, 128–131, 140
  - growth and profitability from using, 128–143
  - income statement, 128, 132–139
    - assumptions and, 134–140
    - cost of goods sold on, 132, 134
      - example of, 136–138
    - earnings before interest, taxes, depreciation, and amortization (EBITDA) on, 134
    - gross profit margin on, 134
      - example of, 138–140
    - profits from operation (PFO)on, 134
  - loans, 131, 185, 190
  - revenue streams, 132, 136, 140
- Fit, 39, 42–47
- Four Hows, the, 59–60
- Franchising:
  - competitor sleuthing of, 81
  - global, 215–216

## INDEX

### Franchising (*Continued*)

- information, 81
- keys to success and, 162
- market strategy and, 159–160
- shows, 140
- success in, 46

*Franchising Opportunities Guide*,  
International Franchising  
Association, 81

Friedman, Thomas, *The World Is  
Flat*, 220

### Funding:

- interest from equity investors  
and, 192–193
- orchestration of:
  - the meeting, 192–193
  - before the meeting, 191
  - during the meeting,  
191–192
- Funding plan, 179–193
  - business goals and, 180–181
  - capital sources and, 183–188
    - debt, 183
    - equity, 185
    - guerrilla financing, 183, 187,  
191
    - miscellaneous sources,  
185–187
  - debt and, 183
  - early-stage funding and,  
189–191
  - equity financing and, 185,  
188–189
  - finances for:
    - concept phase, 181
    - preproduction phase, 181
    - zero stage to early growth  
phase, 181–183

## G

- Gawin, Shakti, 27
- General Electric, 42, 220, 223
- Genzyme Corporation, 106
- Geo-Centers, Ed Marram and,  
54
- Gillis, Frederick, 151
- Girard, Joe, *How to Sell Anything  
to Anybody* and, 124
- Globalize and virtualize, World  
Wide Web and, 95–104
- Google, 80, 98–99, 102–103, 220
- Gordon, Michael, 10
  - AngelDeals.com and, 80,  
99–100, 103, 206–209
  - early entrepreneurship attempt  
of, 4–7, 48–54
  - as mentor and coach, 3
  - 1/5000 rule of, 22
  - Plastic Systems Inc. and,  
48–54, 62–67
  - Power of Zero and, 213–216
  - Venture-Preneurs Network  
and, 209–210
- Gordon's CUSTOMER model,  
205
  - building of, 28–35
  - change and, 221
  - competitive advantage and, 30,  
35, 118, 122, 127
  - customer-centricity and, 35
  - explanation of, 29–33
    - culture and, 30
    - execution and, 32–33
    - management and, 32
    - opportunity and, 31–32

## INDEX

resources and, 33  
strategy and, 30–31  
technology and, 31  
uniqueness and, 30  
holistic approach with, 33–34  
management and, 32  
Gordon's Strategic Planning Cycle:  
  AVOID at Your Peril!:  
  change at Polaroid and, 222–224  
  example of, 221  
  management team and, 223  
Gordon's Value Cycle, 214  
Graham, Nicholas, bootstrapping  
  and, 68  
Gramen Bank, 105  
Grand Central Station,  
  Commodore Hotel and, 1  
Grand Circle Travel, 105  
Grand Hyatt, 2  
Greene, Mark. *See* Gordon, Michael  
Green Mountain Coffee Roasters,  
  105  
Gross profit margin, 134, 136,  
  138–141, 165, 201  
Growth, financial statements and,  
  128–143  
Growth, predictable stages,  
  216–219  
GTech, 106  
Guerrilla financing, 183, 187, 191

## H

Hay Market, 115  
Hewlett-Packard, 105, 116, 118

Home Depot, 60  
*How to Sell Anything to Anybody*, Joe  
  Girard and, 124

## I

IBM, 116, 118  
Idea(s):  
  brainstorming and, 40, 45, 190,  
    202  
  examples of, 37–39  
  fit determination and, 36,  
    42–47  
  entrepreneurship and,  
    45–47  
  PEP and, 47  
  questions about viability of,  
    43–45  
  opportunity and, 36–37, 54  
  possible scenarios, 53  
  sources of, 36–42, 47  
Ideation, process of, 36–47,  
  53  
Inc. magazine, 40, 55  
Income statement, 132–140  
Industry:  
  dynamics, 72  
  life cycle, 76–78, 77  
Investor(s):  
  angel, 185, 188, 190, 192, 206  
  equity, 192–193  
  executive summary and, 156,  
    167  
  venture capitalists, 185, 188  
*Investor's Business Daily*, 40

## INDEX

### J

Joe Boxer company, 68

### K

Kettle Creek Canvas Company,  
Mellanie Stephens and, 55  
Keys to success, 10  
    business plan and, 155  
    business start-ups and, 205,  
    209–210, 212  
    closing the sale and, 126  
    executive summary and, 156,  
    162  
    franchising and, 162  
    Power of Zero, 216  
    Venture-Preneurs Network  
    and, 209–210  
Kodak, 92

### L

Launch, business start-ups  
and, 204–212, 205  
Leadership actions, 219–220  
Legal advice, business  
start-ups and, 206  
Liabilities, definition of,  
132  
LL Bean, 55

Loan(s):  
    assets and, 131, 185, 190  
    Small Business Administration  
    and, 183

### M

Management:  
    business plan and, 155  
    entrepreneurial resources and,  
    147–148  
    Gordon's CUSTOMER model,  
    32  
    Gordon's Strategic Planning  
    Cycle: AVOID at Your  
    Peril!, 223  
    team, 2, 32, 34  
    transition to leader from, 219  
Market:  
    geographic description of,  
    79–80  
    opportunity, 73  
    share:  
        competitive advantage, and,  
        77–78  
        opportunity and, 73  
    strategy:  
        franchising and, 159–160  
Marketing and sales:  
    business plan and, 155  
    customer capture and,  
    200–201  
Money Machine and, 217  
stages of growth and, 217  
total operating costs and, 200

- Marram, Ed, Geo-Centers and, 54
- Marriot, 118–119
- Match.com, 103
- MathWorks, The, 106
- Meta tagging, World Wide Web and, 98–99
- Milestone Chart, 10, 13  
 business start-ups and, 205, 208–209, 212  
 competitor sleuthing and, 78–81, 96, 122, 181  
 example of, 152, 208  
 resources and, 152–153
- Millipore Corp., 106
- MIT, *Technology Review* and, 31
- Money, raising of:  
 business goals and, 180–181  
 capital sources:  
 debt, 183  
 equity, 185  
 guerrilla, 187  
 early-stage funding, 189–191  
 equity investor, 188–189, 192–193  
 funding process, 191–192  
 growth phases and, 181–183
- Money Machine:  
 business plan and, 165  
 career risks and, 21  
 competitive success and, 28  
 design of, 84–93  
 eBay and, 88  
 entrepreneurial process, 85, 93, 120
- examples of:  
 meat industry and, 89–90  
 plastics industry and, 90–92  
 static control and, 92–93
- financial statements and, 128–143
- funding and, 189
- Gordon's Value Cycle:  
 after Power of Zero, 216  
 before Power of Zero, 214
- idea and, 54
- marketing and sales and, 217
- money, 183
- negotiating and, 169
- obstacles and, 16
- opportunity and, 36, 48, 61
- Porter's Five Forces model and, 73
- process and, 7
- profitability and, 73, 128, 140
- revenue streams, 93, 96
- social consciousness and, 105
- start-up and, 212
- strategy and, 30, 111, 113, 121  
 closing the sale: 123–124  
 exploiting competitive advantage, 123  
 formulating strategy, 120–122  
 gaining potential customers and, 122–123  
 implementing customer service and, 124–125

## INDEX

Money Machine (*Continued*)  
virtual business design and,  
95–104  
competitive advantage in,  
97–98  
operations and, 96  
revenue streams and, 97  
strategy and, 97–98  
World Wide Web and,  
102–104  
advertising and, 103  
content providers, 104  
membership and, 103  
product e-tailers and, 102–103  
service providers and, 103  
Monster.com, 103

## N

Nantucket Nectars, 55  
Negotiation:  
continuing relationship after,  
171–173  
process of, 174–178  
establish the vision, 174  
plan to succeed, 174–175  
think BABSON, 177–178  
unblock stalemate, 175–177  
use winning language and  
technique, 175  
techniques, 176–177  
with Trump Organization,  
149, 170  
win-win, 2, 11, 165, 169–178  
NetJets Inc., 117

Net worth, 128, 132,  
172–173  
New Balance, 106  
New England Patriots, 30  
Nonsuccess, compared to  
failure, 17  
Nordstrom, 119  
Northern Telecom, 74

## O

Obstacles, entrepreneurship and,  
8, 16–24  
Olive, Peter, Seabait Ltd. and,  
117  
Omidyar, Pierre, eBay and,  
87–88  
Operating costs, 134, 138–139  
breakeven analysis and,  
140–142  
business design and,  
86–88  
Money Machine and, 96  
virtual business design and,  
97–98  
Opportunity:  
compared to idea, 54, 165  
customer satisfaction and:  
Money Machine and, 36, 48,  
61, 85, 93  
strategy and, 120  
entrepreneurship and, 48–61  
Four Hows, 59–60  
Gordon's CUSTOMER model,  
31–32

- recognition of:  
 Plastic Systems Inc. and,  
 48–54, 62–67  
 Trump Signature Collection  
 and, 49  
 selection of, 48–61
- Opportunity Screening Funnel,  
 55–56, 61  
 executive summary and, 156
- P**
- Packard Bell, 116  
 PEP, 47  
 Plastechnology. *See* Plastic  
 Systems Inc.  
 Plastic Systems Inc., 48–54,  
 62–67  
 bootstrapping and, 62  
 pictures of, 64–67  
 Polaroid Corporation, 114,  
 220–224  
*Popular Electronics*, 40  
 Porter, Michael, 73  
*Competitive Advantage* and,  
 112  
*Competitive Strategy* and, 112  
 Five Forces model of, 72–76  
 intensity of competitive  
 rivalry and, 76  
 power of buyers, 74–75  
 power of suppliers, 75  
 substitutes, 75–76  
 threat of new entrants, 75  
 Value Chain of, 123
- Power of Zero:  
 entrepreneurial power skills and,  
 11–13, 178  
 Gordon’s Value Cycle and,  
 213–216  
 keys to success and, 216
- Price, competitive advantage,  
 and, 51
- Problem-solving, brainstorming  
 during, 25–27
- Procter & Gamble, 223
- Product e-tailers, World Wide  
 Web and, 102–103
- Profitability:  
 financial statements and,  
 128–143  
 forces on, 73
- Profit from operation (PFO),  
 134, 140
- Q**
- Quinn, Larry. *See* Cohen, Len
- R**
- Raytheon, 74
- Reciprocal links, web site traffic  
 and, 99
- Register.com, 103
- Resource maturity, stages of  
 growth and, 218

## INDEX

### Resources:

- competitive advantage and, 150, 218
  - control of, 149–150
  - entrepreneurial, 145–152
    - people and, 146–149
      - advisors, 148
      - business service providers, 148–149
      - company culture, 147–148
      - family and friends, 149
      - management team, 147
      - partners, 147
      - you, 147
  - financial, 150
  - Gordon's CUSTOMER model, 31–32
  - imagination, 151
  - infrastructure, 151
  - knowledge, 150–151
  - Milestone Chart and, 152–153
  - mobilization of, 144–153, 206–208
  - physical, 149–150
  - powerful, 144–153
- Revenue models, 102–104
- Revenue streams:
- business design and, 86–89, 93, 160
  - executive summary, 156
  - financial statements, 132, 136, 140
  - Money Machine and, 93, 96
  - virtual business design and, 97–98
- Ridings, E. J., 110
- Ross, George, world-class team and, 2

### S

- Schwartz, Jeffrey, Timberland, 106
- Seabait Ltd., 117
- Search page ads, web site traffic and, 99–100
- Service providers, World Wide Web and, 103
- Sexton, Michael, Trump University and, 94
- Small Business Administration, 183
- Social consciousness, business and, 105–110
- Sony, 118
- Southwest Airlines, 30
- Stages of Growth, 19, 213, 224
  - existence, 216
  - finances, 181–183
  - marketing and sales, 217
  - resource maturity, 218
  - success, profitability, and stabilization, 217–218
  - survival, 217
  - takeoff, 218
- Staples, 60
- Start-ups. *See* Business, start-ups
- Stephens, Mellanie, Kettle Creek Canvas Company and, 55
- Stonyfield Farm, 105
- Strategy, 111–125
  - business design and, 86
  - closing the sale and, 123–124
  - competitive advantage and, 110–111, 125

## INDEX

- approaches to, 114–120
    - become low-cost supplier, 115
    - develop innovative/differentiated product, 116
    - target a niche, 117
    - employ differentiated methods:
      - companies exemplifying, 118
      - customer service and, 119
      - face to face service and, 119–120
  - Gordon's CUSTOMER model, 30–31
  - meet the customer need, 113–114
  - Money Machine and, 30, 111, 96, 121, 122–125
  - plan implementation and 120–125
  - as process, 112–113
  - product function and, 114
  - virtual business design and, 97–98
  - Summagraphics, 210
  - Sun Tzu, *The Art of War*, 78
- T**
- Technology, Gordon's CUSTOMER model, 31
  - Technology Review*, MIT and, 31, 40
  - 10-point self critique of executive summary, 164–167
  - The Apprentice*, entrepreneurship and, 2
  - The Art of War*, Sun Tzu, 78
  - 3M, 33, 59, 107, 118, 222–223
  - The World Is Flat*, Thomas Friedman and, 220
  - Tickets.com, 103
  - Timberland, 105–106
    - City Year alliance and, 106
    - Jeffrey Schwartz and, 106
  - To-Do List, 10, 13, 205
    - business start-ups and, 209, 212
  - Total operating costs:
    - income statement and, 136–138, 140–141
    - marketing and sales, 200
  - Toyota, 30, 116, 118, 223
  - Trade magazines, competitor sleuthing and, 81
  - Trade Show Week, *Trade Show Week Data Book* and, 81
  - Trade Show Week Data Book*, Trade Show Week and, 81
  - Trade Show World*, Thompson Gale and, 81
  - Trial-and-error game, entrepreneurship and, 16
  - Trump, Donald, 10, 204
    - entrepreneurship and, 1–3
    - fragrance of, 37
    - negotiating with, 170
    - Trump University and, 101

## INDEX

Trump Organization, 204  
Trump Mortgage, 110  
Trump Signature Collection,  
49

Trump University, 101  
beginning of, 94  
Donald Trump and, 101  
learning entrepreneurship and,  
3  
Michael Sexton and, 94  
Trying Game, 17

## U

*Ultimate Book of Low Cost Franchises*,  
*Entrepreneur* magazine and,  
81  
Uniqueness, Gordon's  
CUSTOMER model, 30  
UPS, 118

## V

Value Chain, buyer's activities  
and, 123  
Value Cycle, Gordon's, 214–216  
Venture capitalist investors, 185,  
188  
Venture-Preneurs Network:  
critical risks for, 210  
keys to success for,  
209–210

Viral marketing, web site traffic  
and, 100  
Vision, entrepreneurship and, 1  
Volvo, 116

## W

Walco, 108  
Waldman, Ellis, 108  
*Wall Street Journal*, 40  
Wal-Mart, 87, 107, 115,  
220  
Welch, Jack, General  
Electric and, 42  
Wholekranberry.com, 151  
Wilson, Andy, Boston Duck  
Tours and, 42  
Win-win negotiation,  
169–178  
World Wide Web:  
competitor sleuthing of,  
80  
first experience satisfaction,  
101  
globalize and virtualize with,  
95–104  
making money with:  
advertising:  
Google.com, 103  
RImarinas.com, 103  
connectors:  
eBay, 103  
Match.com, 103  
Monster.com, 103

## INDEX

- content providers:
    - e-zines, 104
    - Investors.com, 104
    - Wikipedia.org, 99–101
  - membership:
    - AngelDeals.com, 103
  - product e-tailers:
    - Bocajava.com, 103
    - Flowers.com, 103
    - Hats.com, 103
  - service providers:
    - Angieslist.com, 103
    - Hotels.com, 103
    - Register.com, 103
    - Tickets.com, 103
  - returning buyers, 102
  - traffic, competitive advantage and, 95–104
  - locating site:
    - directories and, 100
    - meta tagging and, 98–99
    - publicity releases and, 100
    - reciprocal links and, 99
    - repeat purchases and, 102
    - search page ads, 99–100
    - viral marketing and, 100
    - weblogs, traffic and, 101
    - virtual business design and, 96–97
- ### Y
- Yahoo, 80, 98–99, 101–102
  - Yellow Pages, competitor sleuthing and, 81
  - Youtube.com, 104
- ### Z
- ZipCar, 113–114

