

Contents

Introduction by Anthony L. Iaquinto	v
Introduction by Stephen Spinelli Jr.	ix
Part One: Developing the Correct Frame of Mind	1
Principle #1 Entrepreneurship Is a Career	3
Principle #2 Successful Entrepreneurs Are Just like You	7
Principle #3 There Are No Secrets to Success	13
Principle #4 Luck Is Part of the Equation	17
Principle #5 Never Reach for a Gallon When You Only Need a Quart	23
Principle #6 It Shouldn't Only Be About Money	27
Principle #7 Embrace Fear	31
Part Two: Making the Right Decisions	33
Principle #8 Never Bet the Farm	35
Principle #9 Don't Spend a Dollar When a Dime Will Do	45
Principle #10 Always Tap a Bridge Before Crossing	61
Principle #11 Only Fools Fly Without a Net	77
Principle #12 Connect but Protect	85

Principle #13	Buddy Up	99
Principle #14	Learn to Play the Gray	109
Principle #15	Plan a Timely Exit	115
Final Words		121
An Entrepreneur's Guidebook		123
University Centers		125
Selected Web Sites		185
Selected Books		195
References		201
Index		205