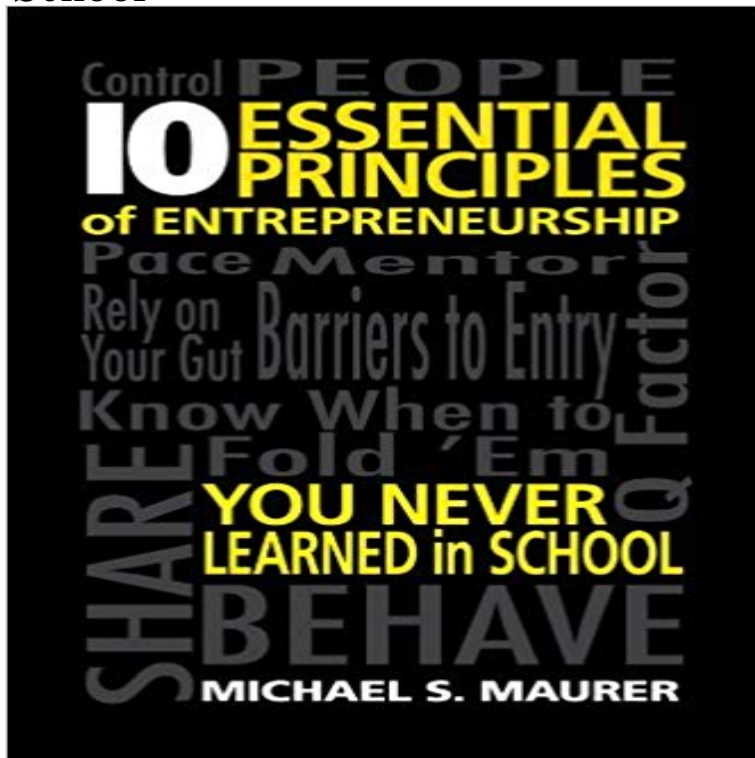


10 Essential Principles of Entrepreneurship: You Never Learned in School



For more than 40 years I have been immersed in high-profile businesses in disparate industries including broadcasting, publishing, motion picture production, cable television, real estate and banking. My business life is characterized by start-ups and turn-arounds, endeavors for which I, along with many others of my era were ill-prepared. Mistakes were made-lessons learned-lessons I never learned in school. From my mistakes, I developed principles that when properly considered and applied will protect you from foolish propensities, guide you to create the proper business relationships that make success a higher probability and prompt you to practice entrepreneurship at a lofty level. It is my hope that this treatise will provide entrepreneurs with savvy, street smarts and wisdom.

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