



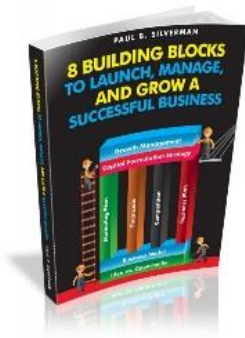
Updated: June 29, 2015

Reviewer Comments

8 Building Blocks To Launch, Manage, And Grow A Successful Business

Book Details:

The second book in the ***Worm on a Chopstick*** series provides the foundation for Entrepreneurial Management 2.0, a management discipline developed by the author. Entrepreneurial Management 2.0 is organized into 8 Building Blocks helping entrepreneurs improve management skills, attract funding, and grow their business.

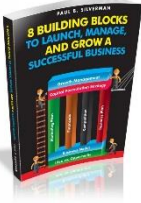


Author: Paul B. Silverman
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Number of Pages: 234
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Reviewer Comments

“To be a great athlete or entrepreneur, you must master the fundamentals of the game. If you want to score big as an entrepreneur, Paul Silverman has provided the path—all the basics plus compelling real life stories. A must read for the next Steve Jobs, Mark Zuckerberg, or Jeff Bezos.”

—Tom McMillen, Former Congressman, Olympian, NBA star, and businessman

“Being an Entrepreneur can be a brutal experience, especially with brimming optimism and no guidelines. Paul Silverman has written a ‘Tough Love’ book that both confronts one with serious doses of reality; and the model that success follows. His experience and observation flows through the text to the great benefit of the reader. This is one reference book for winners in the marketplace of ideas. “

-Michael Wynne, Former Air Force Secretary; and Undersecretary of Defense for Acquisition Technology and Logistics. Now an Entrepreneur as Chairman, Hackproof Technologies



PAUL B. SILVERMAN

AUTHOR, EXECUTIVE, EDUCATOR, AND SPEAKER

“8 Building Blocks To Launch, Manage, And Grow A Successful Business” is the ultimate source of knowledge and know how for those who want to build a scalable business or scale the one they have. 8 Building Blocks To Launch, Manage, And Grow A Successful Business carries the reader from idea all the way to capital markets and touches each base as the entrepreneur races toward home plate. It defines and demystifies the basic elements every entrepreneur should understand before he or she takes the leap into starting a business or risking the one they have in order to scale it.”

-Carl Eckstein, NextGen Venture Group, CEO; NextGen Venture Capital, Former Managing Partner

“Paul does a great job of taking the broad premise and promise of a new business idea and breaks it down into concrete “walk before you run” steps that are critical to creating a successful company. By explaining the essential business principles at the foundation of every great enterprise in manageable “bites” ...and citing an array of notable marketplace examples to illustrate each, he makes it easy for entrepreneurs to relate to the challenges they must overcome on the journey. This is a great tour guide for anyone embarking on the road to entrepreneurship.”

-Liz Sara, Managing Director, Best Marketing LLC.



PAUL B. SILVERMAN AUTHOR, EXECUTIVE, EDUCATOR, AND SPEAKER

“This book is a MUST READ for anyone who is even thinking about planning on starting a business. It’s a step by step walk through the critical processes of getting an idea from thought to paper to funding and into action.”

– Chuck Nash, Founder and CEO Emerging Technology Inc. (ETII); retired U.S. Navy Captain and Fox News military analyst

“Paul Silverman has done it – again. His latest book, ‘8 Building Blocks To Launch, Manage, And Grow A Successful Business’ packs decades of business wisdom into a very concise and readable guide. Every chapter includes cogent insights to help an entrepreneur sidestep pitfalls, achieve success and avoid becoming a ‘Maybe next time’ entrepreneur.”

–Jay Wright, President, Bayberry Capital and co-author of “Finance and Accounting for Nonfinancial Managers, 7th edition.”

**PAUL B. SILVERMAN**

AUTHOR, EXECUTIVE, EDUCATOR, AND SPEAKER

“An incredible and irreplaceable resource for all entrepreneurs to survive the dynamic transformational business landscape evolving from the revolutionary rise of exponentially disruptive technologies. This is one of the best times in history for aspiring entrepreneurs to capitalize on the convergence of this massive paradigm shift, and Paul in his new book, *“8 Building Blocks To Launch, Manage, And Grow A Successful Business”*, provides the insights, clarity, and tools every entrepreneur must have to succeed in this rapidly evolving, global hyper-challenging environment. Strongly recommend this book.”

-William Swalm, Entrepreneur, Businessman, Investor

M.B.A., Wharton

“8 Building Blocks To Launch, Manage, And Grow A Successful Business is a great guide for anyone considering starting a business. It gives the reader a basic structure to evaluate, implement and manage your new venture. It guides you through the foundational components that need to be thoroughly considered as you build a solid base for your business. Paul gently introduces some more advanced analytic tools that must be used in today’s tech heavy environment. Regardless of the type of business you are considering, this book will help you avoid many of the pitfalls that doom many start up ventures.”

–Mike McCloud, Owner, Uptown Bakers

**PAUL B. SILVERMAN**

AUTHOR, EXECUTIVE, EDUCATOR, AND SPEAKER

“This ‘entrepreneurial cook’ book is well written, upbeat and filled with delightful, practical examples and analogies. The eight building blocks are clear and well described – a great starting point in a plan for success. The Business Model and Financials are very important factors in funding efforts – both bottoms up and top down analysis – nicely outlined here. It’s great to see that tips, tools and insights can be learned when you desire to take the leap into a challenging adventure – both scary and exciting at the same time. This book is relevant to every entrepreneur – new or experienced, whether in a start-up or in a major corporation. A good read for anyone that needs to be responsive to ever changing demands on time and talent.”

–Jeffrey J. Guzy, CEO, Central Oil and Gas
 (www.centraloilandgas.com)

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