



NEWS RELEASE

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HALF OF ALL BUSINESSES FAIL WITHIN FIVE YEARS

New book offers solutions for success

Reston, VA, July 2, 2015 – “*8 Building Blocks to Launch, Manage, and Grow a Successful Business*” is available today on Amazon (US and global markets) and Kindle (July 8th). Targeted to entrepreneurs, the book walks readers through the many steps needed to not only launch a business, but stay in business and succeed.

“SBA and other statistics confirm what I’ve seen so many times,” said author Paul B. Silverman. “You can have a great idea, market need, solid team, funding and maybe a customer or two, and then five years later you’re out of business.”

“*8 Building Blocks to Launch, Manager and Grow a Successful Business*” provides a step-by-step guide to all the key elements an entrepreneur needs to tackle to meet today’s challenges, profitably stay in business, and create value for shareholders. The book delves into the reasons why most businesses fail, how to prevent common pitfalls, and winning strategies.

Management executive, seasoned entrepreneur and college professor turned author, Silverman developed *Entrepreneurial Management 2.0*, a management discipline designed to help entrepreneurs improve management skills, attract funding and grow their business. Silverman shows readers how to use what he calls *Entrepreneurial Management 2.0* to create a portfolio of new entrepreneurial management skills building upon *start your own business* tools, management techniques used by



Fortune 500 firms, and the author's experience helping launch, manage, and grow new ventures in the U.S. and abroad.

"*8 Building Block to Launch, Manager and Grow a Successful Business*" is the second book for the author. His first book – "*Worm on a Chopstick: Understanding Today's Entrepreneurial Age: Directions, Strategies, Management Perspectives*" provided directions, strategies and management perspectives for business professionals.

Initial reviews for *8 Building Block to Launch, Manage, and Grow a Successful Business ...*

"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 flow through the text to the great benefit of the reader. This is one reference book for winners in the marketplace of ideas."

Michael W. Wynne Former Air Force Secretary, and Undersecretary of Defense for Acquisition, Technology and Logistics. Now and entrepreneur as Chairman, Hackproof Technologies

More similar reviews at [Reviews - 8 Building Blocks](#)

Developed by the author, *Entrepreneurial Management 2.0* includes a portfolio of new entrepreneurial management skills organized into the following eight Building Blocks:

- **Building Block 1: Idea vs. Opportunity:** Do you have a Business Idea or a Real Business Opportunity?
- **Building Block 2: Business Model:** How Will You Create Value for You and Your Investors?
- **Building Block 3: Marketing Plan:** What Will You Sell To Whom, For How Much - How Will You "Cross The Chasm?"
- **Building Block 4: Financials:** What are Your Financial Projections?
- **Building Block 5: Competition:** Current, Future, Market Evolution, and Outlook?
- **Building Block 6: Business Plan:** What is Your Strategy to Create a Sustainable, High Growth Company?



- **Building Block 7: Capital Formulation Strategy: What Are Your Funding Needs, Structure, and Timing?**
- **Building Block 8: Growth Management: How Do You Manage Your Company to Demonstrate Credibility and Scalable Growth Opportunities?**

The book is organized into three sections:

Part I shares a perspective on launching, managing, and growing new entrepreneurial ventures.

Part II provides a review of each of the eight Building Blocks within Entrepreneurial Management 2.0.

Part III shares some final thoughts on launching, managing, and growing entrepreneurial ventures.

This book will be most helpful for the following readers:

- Entrepreneurs (or aspiring entrepreneurs) who want to learn new entrepreneurial management skills to launch, manage, finance, and grow a new venture and improve their chance of being a *Survivor* entrepreneur.
- Investors and bankers who want to learn about new business models, new capital formulation options such as crowdfunding, and other entrepreneurial management tools to launch, manage, and grow entrepreneurial ventures.
- Directors and advisors who want to gain insight on the new entrepreneurial management skills used within their respective companies and competitors.
- Regional economic development staff who want to develop entrepreneurial management education and mentoring programs to drive regional economic growth.

8 Building Blocks To Launch, Manage, And Grow A Successful Business is available in both the US and global markets on Amazon and a Kindle edition beginning July 2, 2015.

Media kit with book details, reviews, excerpts, table of contents and other info available at

www.paulbsilverman.com/press/mediakit.

Author Website: www.paulbsilverman.com

About The Author

Paul B. Silverman's vision is driven by more than four decades of senior corporate management experience, management consulting working with leading global firms, serving as CEO/founder of both public and private companies, and Adjunct Professor at three leading universities since 2002.



Gemini Business Press

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The author has held senior management positions with RCA, GTE, Xerox and IBM (SBS) and global management consulting positions with Coopers & Lybrand, Booz Allen and Hamilton, and James Martin Strategy, an Amsterdam-based management consulting firm, where he served as CEO for North America.

He currently serves as Managing Partner at the Gemini Business Group, LLC, a global new venture development firm.

Silverman has contributed to the education sector since 2002, currently serving as Adjunct Professor in the R.H. Smith School of Business at the University of Maryland, and formerly in the School of Management at George Mason University and Kogod School of Business at American University, teaching courses in entrepreneurship, strategy, and international.

The author's first book, "Worm on a Chopstick: Understanding Today's Entrepreneurial Age: Directions, Strategies, Management Perspectives," addressed entrepreneurial management issues and where they were heading, and received positive reviews ([Reviews- Worm On A Chopstick](#)).

His second book, "8 Building Blocks to Launch, Manage, and Grow a Successful Business", addresses what the author defines as Entrepreneurial Management 2.0, a portfolio of management tools and perspectives structured within eight Building Blocks. The new book meets the requests from readers and colleagues to develop a more prescriptive "how-to" book for entrepreneurs, based on the author's experience.

Silverman's commitment is to offer both entrepreneurs and would-be entrepreneurs strategies and insights to help them launch, manage, and successfully grow their business ventures. Learn more at the author's blog [Blog - Paul B Silverman](#)

The author has conducted hundreds of presentations worldwide and published numerous articles and blog posts addressing strategy, policy, entrepreneurship, and new venture development. The author holds a BS in Physics from CCNY and an MS in Management from Polytechnic University of NY, and resides in the Washington, D.C. area.

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