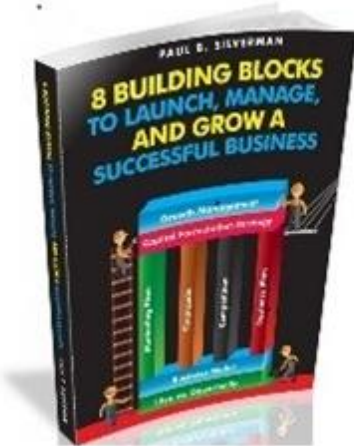




July 26, 2015

Re: Invitation To Review New Entrepreneurial Management Book “8 Building Blocks To Launch, Manage, And Grow A Successful Business”



I am pleased to extend you an invitation to review my latest entrepreneurial management book which was released July 3, 2015. If you are interested, please contact me.

The book received positive pre-publication reviews from senior level reviewers which I appreciated - here is a sample – more at [Book Reviews](#)

“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

In 2011, The 35th Anniversary Edition of Directors & Boards magazine featured my previous book, [“Worm On A Chopstick: Understanding Today’s Entrepreneurial Age: Directions, Strategies, Management Perspectives”](#) in its recommended reading section “Book it: Best bets for board reading”, selecting the book as one of 8 books



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recommended. Directors & Boards magazine targets officers and directors of public companies. For additional information see [Directors & Boards Review](#).

My entrepreneurial 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. My entrepreneurial 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. [Paul B. Silverman Bio](#)

My recent blog post provides a summary of the new book and related information you may find helpful including a recent posting of 2011 TV interview I did for my earlier book. [Blog Post - 8 Building Blocks](#)

Below are highlights of ***“8 Building Blocks to Launch, Manage, and Grow a Successful Business”*** and why I believe this new book will make a meaningful contribution to help today’s entrepreneurs survive, thrive, and create value for investors.

I am available for a phone interview and am also planning to be in New York City for meetings and interviews on August 20th. Subject to mutual schedules, I may be available to meet during my visit.

I look forward to hearing from you and perhaps talking in the near future.

Sincerely,

Paul B. Silverman



Book Summary

Half of All New Ventures Fail Within 5 Years- What Is Driving This Sobering Statistic From The SBA And Others?

Today's entrepreneurs face serious challenges from all directions to reach the critical five year survival milestone and succeed.

Entrepreneurs invest time and resources, may take a second mortgage on a home, max credit card debt, and if really fortunate, may attract some investors and capture customers. But statistics show half of these new ventures are doomed to fail within five years.

Looking deeper, SBA statistics show what drives all business failures: *Management Competence (46%), Lack of Managerial Experience (30%), and Lack of Market Sector Experience (11%)*. Addressing the need to equip entrepreneurs with new skills many are lacking to meet today's challenges, and create what I call more "Survivor" rather than "Maybe Next Time" entrepreneurs, is why I wrote this book.

Entrepreneurs with experience learn starting a new venture really **is the easy part**– from business idea, business plan, resources, and launch- these skills can be learned. My recent search on Amazon showed 9,003 "how to start your own business" books and many are excellent. And they cover skills I call **Entrepreneurial Management 1.0**.

So with plenty of books out there, why kill trees for one more? The more relevant question is... ***despite all these resources, why do half of all new ventures fail to meet the critical five year milestone?***

The answer is to be a **Survivor** entrepreneur, today's challenges demand you know more. *Entrepreneurial Management 1.0* skills **are just not good enough** to help you reach the **Survivor** entrepreneur bucket.



Simply put, *yesterday's* skills do not meet *today's* entrepreneur's needs.

And before committing resources to develop a new venture, Fortune 500 firms go further, looking at strategic issues, identifying alliance and global strategies, understanding how new venture metrics impact overall ROI given 3 to 5,000 other products and services, and so on.

And these new skills are the foundation for what I call ***Entrepreneurial Management 2.0***, a new entrepreneurial management discipline I developed drawing upon Fortune 500 firm techniques for launching and managing new ventures, and my experiences working with many early stage companies.

Entrepreneurial Management 2.0 includes a portfolio of new entrepreneurial management skills organized into eight structured "Building Blocks" which are defined and explained with examples in the new book.

"8 Building Blocks to Launch, Manage, and Grow a Successful Business" provides a step-by-step guide to all the key elements an entrepreneur needs to tackle today's challenges, understand and use Fortune 500 new venture 'best practices', 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 create winning strategies.

The new 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.



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- ❓ 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.

Book Details

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Media Kit

- [Press Release – July 2, 2015- New Book Published: 8 Building Blocks To Launch, Manage, And Grow A Successful Business](#)
- [Press Release – July 15, 2015 Announcing Book Availability on Amazon](#)



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- [Book Excerpts](#)
- **Media kit with press release, book details, reviews, excerpts, table of contents, author photo, and other info available at [Media Kit 8 Building Blocks](#)**
- For more Press Info see [Other Press Info](#)

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.

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



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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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