



# **R U The Nexxt Entrepreneur?: Success is Not Random - Neither is Failure**

*L. Gregory Henley Ph.D.*

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Whether you've always dreamed of starting your own business or you've found yourself frustrated with your corporate job, if you've ever wondered if you could possibly branch out on your own—the answer is *yes*. And *R U The Nexxt Entrepreneur* can guide you through the journey and smooth some of the bumps from the road.

Based on Dr. Henley's extensive business ownership experiences, academic studies, and data gathered from interviews he conducted with entrepreneurs during his Road Trip all across the United States, this book lays out how to achieve success as a business owner through a unique conversational-style approach that is easy to read and highly relatable.

Discover the:

- Different types of investors that fund ventures and critical factors to consider when choosing which ones to pursue
- Four main benefits of business ownership and the advantages of each
- Five Ps of entrepreneurial success...plus the often-overlooked sixth P
- Process for discovering business opportunities to minimize luck using the PEST Analysis

Starting a business can unleash a rollercoaster of emotions and seem like a never-ending uphill battle; but by educating yourself on the realities of your situation, you can develop an action plan, forge your way through the obstacles—and climb your way to success.

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