



Trump University Entrepreneurship 101: How to Turn Your Idea into a Money Machine

Michael E. Gordon

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An up-to-date and expanded edition of the Trump guide to starting a business

Although he has ups and downs like every entrepreneur, Donald Trump is one of the world's most famous entrepreneurs for good reason—he's one of the best. In *Trump University Entrepreneurship 101, Second Edition* he teams up with business owner and professor Michael Gordon to show you how to take your dream and turn it into a big-time moneymaker. This new edition is completely updated with timely new material and three new chapters, teaching you how to build a technology venture, even without formal technical education; how to use social networking, Web 2.0, and "cloud computing" to achieve competitive advantages, and how to exploit opportunities during recessionary times.

If you dream of starting your own business, this is the inspiring, comprehensive guide that shows you how to do it from planning to starting up to expansion. It shows you how to mobilize resources, develop a workable strategy, write an effective business plan, raise money, negotiate with investors, and launch your business.

- With a first chapter by Trump
- Author Michael Gordon is the founder of five successful companies and teaches entrepreneurship at a number of colleges, including the Harvard University Extension School, Babson College and The International School of Management in Paris
- Fully revised and updated including new chapters on hot topics in entrepreneurship
- Includes visual models, case studies, downloadable worksheets, pep talks, and stories from Trump himself

If anyone knows how to succeed in business, it's Donald Trump and his team of experts from Trump University. If you are ready for your entrepreneurial adventure, here's all the help you need.

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