



Never Bet the Farm: How Entrepreneurs Take Risks, Make Decisions - and How You Can, Too

Anthony Iaquinto, Stephen Spinelli Jr.

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In *Never Bet the Farm* two leading entrepreneurs, Anthony Iaquinto and Stephen Spinelli, turn much of the so-called expert advice for entrepreneurs on its head. They show that by preparing for setbacks and using a framework that can help reduce risks and simplify decision making, entrepreneurs can increase their probability for success. They refute the idea that there is an ideal entrepreneurial “type,” and show that luck can be as important as a business plan in many enterprises. Above all, the authors emphasize that entrepreneurship is a career, not a one-time event, and winners are those who can keep themselves in the game. *Never Bet the Farm* is an easy-to-understand and attractive tool for anyone who has a business idea, but who might be wary of the risks implied in starting their own business.

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