

Secrets of a Serial Entrepreneur: A Business Dragon's Guide to Success



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ons in business success from the newest Dragon in town You no longer have to enter the Dragon' Den to get expert startup advice. In Secrets of a Serial Entrepreneur, Shaf Rasul distils his vast experience and knowledge into a practical business startup guide that takes you smoothly and successfully from idea to exit. Are you in? With tips and advice from Shaf, as well as examples and anecdotes from inside and outside the den, you'll discover exactly what it takes to be a successful entrepreneur. From starting up to buying and selling, from business plans to number crunching, Secrets of a Serial Entrepreneur shows you how to do it right first time.

You'll fin out: If you've got what it takes to e an entrepreneur How to set up and manage a business with confidence How to make a business profitable - fast Ten key things to know about finance How to be quick on your feet and beat the rest How to hire and manage the right people When and how to exit - and how to spot your next opportunity Who's the Man? Frequently featured in The Sunday Times Rich List, Shaf Rasul made his fortune in IT, property and asset management. In 2008 he was 19th in a Management Today survey of the UK's top 100 entrepreneurs and is one of the UK's most successful entrepreneurs under the age of 40. He co-presents the BBC's Dragons' Den spin off, Dragon's Den Online, an internet and mainstream TV phenomenon. "Shaf really knows his stuff - if you believe in your business, and want it to succeed, then read

this book." --Kavita Oberoi, Founder of Oberoi Consulting and star of Channel 4's The Secret Millionaire
"Seriously good advice for would-be entrepreneurs and those already in business, Shaf's 'tricks of the trade' tell you to do things properly - and this book shows you how." --Professor Sara Carter, head of Department, Hunter Centre for Entrepreneurship, Strathclyde Business School "Shaf has never hidden behind tired old cliches or business jargon - he's a straight-talking tycoon who tells people openly and honestly how to become a success in the cut-throat business world." --Matt Bendoris, The Scottish Sun