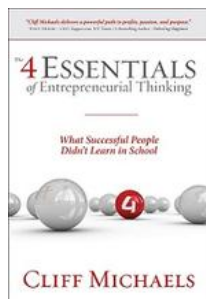


**ПРЕДПРИЕМАЧЕСТВОТО: ДА ПРОДАВАШ СЪС СТРАСТ, ОМАГЪОСАН ОТ
ИДЕЯТА НА БИЗНЕСА, ПЛЕНЯВАЙКИ ДРУГИ**



***The 4 Essentials of Entrepreneurial Thinking:
What Successful Didn't Learn in School***

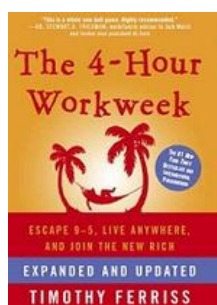
Cliff Michaels

Greenleaf Book Group Press, 2012

In The 4 Essentials of Entrepreneurial Thinking, Cliff Michaels takes us on an inspirational journey while capturing the passion and wisdom of extraordinary people.

On the cutting edge of life and business strategies for over 20 years, Cliff not only shares his triumphs and tribulations as an entrepreneur, he unleashes a fun system of timeless lessons anyone can follow. Drawing on classic mentors from da Vinci, Edison, and Mozart, to Jobs, Gates, Oprah, and Branson, Cliff suggests we all benefit from a real-world MBA - your Master's in Basic Abilities. With thought-provoking stories and whimsical quotes, Cliff has managed to write an original work with cross-over appeal from artist to athlete, educator to entrepreneur, and Main Street to Wall Street. This fast-paced book rocks the education and business world as it raises the bar for success principles!

<http://library.ime.bg/the-4-essentials-of-entrepreneurial-thinking/>



***The 4-Hour Workweek:
Escape 9-5, Live Anywhere, And Join The New Rich***

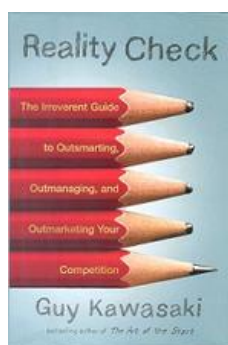
Timothy Ferriss

Crown Archetype, 2009

This engaging book makes you ask the most important question that you will ever face: What exactly is it that you want out of work and life, and why? Tim Ferriss is a master of getting more for less, often with the help of people he doesn't even know, and here he gives away his secrets for fulfilling your dreams.

...Forget the old concept of retirement and the rest of the deferred-life plan—there is no need to wait and every reason not to, especially in unpredictable economic times. Whether your dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management, or just living more and working less, The 4-Hour Workweek is the blueprint.

<http://library.ime.bg/the-4-hour-workweek/>



***Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and
Outmarketing Your Competition***

Guy Kawasaki

Portfolio Hardcover, 2008

A veteran tech entrepreneur, venture capitalist, and commentator on Silicon Valley culture offers real-world advice on how the best companies are started, funded, and run. Though the diversity of topics gives this audio a stream-of-consciousness flow, the material actually covers many complicated topics with cohesion. The advice, all of it succinct and immediately digestible, is on every start-up challenge imaginable from organizing venture-capital presentations to

hiring, collaborating, marketing, and managing talent. The author's blunt opinions and colloquial language make listening a breeze. Paul Boehmer's energetic reading contributes to the author's streetwise vibe. Boehmer's quick pacing and smart-aleck tone are good vehicles for pouring out Kawasaki's potent no-nonsense advice

<http://library.ime.bg/reality-check/>



The Art of the Start: The Tune-Tested, Battle-Hardened Guide for Anyone Starting Anything

Guy Kawasaki

Portfolio Hardcover, 2004

This book is a weapon of mass construction. My goal was to provide the definitive guide for anyone starting anything. It builds upon my experience as an evangelist, entrepreneur, and most recently, as a venture capitalist who found, fixed, and funded startups.

The book is as relevant for two guys in a garage starting the next Google as social activists trying to save the world. GIST: cuts through the theoretical crap, theories and gets down to the real-world tactics of pitching, positioning, branding, recruiting, bootstrapping, and rainmaking.

<http://library.ime.bg/the-art-of-the-start/>