



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

By Michael E. Gordon

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## Trump University Entrepreneurship 101: How to Turn Your Idea into a Money Machine By Michael E. Gordon

**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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### **Editorial Review**

From the Inside Flap

These are the best of times to pursue your entrepreneurial dreams! Opportunities abound. *Trump University Entrepreneurship 101, Second Edition* guides you through the process step-by step, showing you how to unleash your entrepreneurial power, to overcome obstacles... and to flourish. It shows you how to identify and analyze business opportunities, select the most attractive one, and grow your business profitably.

Author Michael Gordon is an incurable entrepreneur who has founded five successful companies and teaches entrepreneurship at top business schools. He knows what it takes to start, run, and grow a business from the bottom up; and he knows that anyone with the drive and passion to succeed can learn the art of entrepreneurship. In this unbeatable business resource, he shares his lifetime of wisdom in a single volume that covers all the bases. This expanded *Second Edition of Trump University Entrepreneurship 101* includes several pertinent new topics: Web 2.0, cloud computing, technopreneurship, and opportunity recognition in turbulent economic times.

Gordon de-mystifies the entrepreneurial process using the concept of the Money Machine. You feed the entrepreneurial opportunity into the top of the machine; you devise and implement an astute business design to maximize customer value; and out comes enthusiastic customers and money. The greater the value you add, the greater will be your profits. Are you ready to build your own Money Machine? Success goes to the bold!

This book is a must for anyone who dreams of founding, growing, and owning their own business. It also teaches you how to mobilize resources, develop an astute, sustainable strategy, write a brief and effective business plan, raise money, negotiate with investors, launch your business, and monitor financial progress.

Ideal as a stand-alone guidebook, this *Second Edition of Trump University Entrepreneurship 101: How to Turn Your Idea into a Money Machine* delivers unique value for readers at all levels: high school, college, MBA, DBA students; current entrepreneurs; corporate executives; and *anyone* whose entrepreneurial spirit is ready to soar.

From the Back Cover

### **TRUMP UNIVERSITY**

### **ENTREPRENEURSHIP 101**

### **Second Edition**

Trump University books are practical, straightforward primers on the basics of doing business the Trump way—successfully. Written by leading experts and including an inspiring first chapter by Trump himself, these books present smart business wisdom illustrated by real-life examples from Trump and other world-renowned experts. Perfect for anyone who wants to get ahead in business without the cost of an MBA, these street-smart books provide realworld business advice based on the one thing you can't get in any business school—experience.

In *Trump University Entrepreneurship 101, Second Edition*, you'll learn how to:

- **Build your own Money Machine!**
- **Start a successful business no matter what the economy is doing**
- **Unleash your entrepreneurial power**
- **Use social networking and cloud computing to build your business**
- **Create a simple (and successful) business plan**
- **Master the art of negotiation**
- **Concentrate on the customer**
- **Launch your new venture!**

About the Author

**Michael E. Gordon, PhD**, has founded five companies and teaches entrepreneurship at universities around the world, including the Harvard University Extension School, the International School of Management in Paris, and Babson College, where he is an Adjunct Professor. He coaches and trains executives on entrepreneurial leadership, corporate revitalization, and strategies for competitive advantage.

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**Harriet Dupree:**

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**Donna Davis:**

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**Rosemary Lilly:**

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explain it is easy to understand. Typically the writer made some research when he makes this book. This is why this book ideal all of you.

**Barbra Walker:**

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