



The Startup Garden: How Growing a Business Grows You

Tom Ehrenfeld

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Popular media commentator and award-winning columnist, Tom Ehrenfeld has covered the small business beat for magazines such as Inc., Harvard Business Review, Newsweek, The New York Times, Boston Magazine and others. He has a loyal following on NPR's "Marketplace," and is a columnist for The Industry Standard. Now, in the tradition of *What Color Is Your Parachute* (the most popular career/business book of the last 30 years) - which taught readers how to find a job, Ehrenfeld taps into the profound economic shifts toward entrepreneurship and in *The Startup Garden* he teaches readers how to create the perfect job for themselves. One out of every four adults in the United States is in the process of starting a company. The classic bestseller *Growing a Business* has helped millions of business owners create enterprises that are ideally suited to their owners. The current bestseller *The EMyth* provides entrepreneurs with the tools to stay focussed on their strengths. In the same tradition, Tom Ehrenfeld illustrates, through case study success stories, the connection between growing your personal life and growing your business. *The Startup Garden* guides the reader through the process of starting a company by matching hopes, dreams, and aspirations to the reader's individual skills and experience. It shows how to grow the appropriate enterprise out of your unique patch of soil. Part business book, part self-help guide, this book will appeal to the 23 million business owners out there today, as well as to anyone who is considering going into a new venture.

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