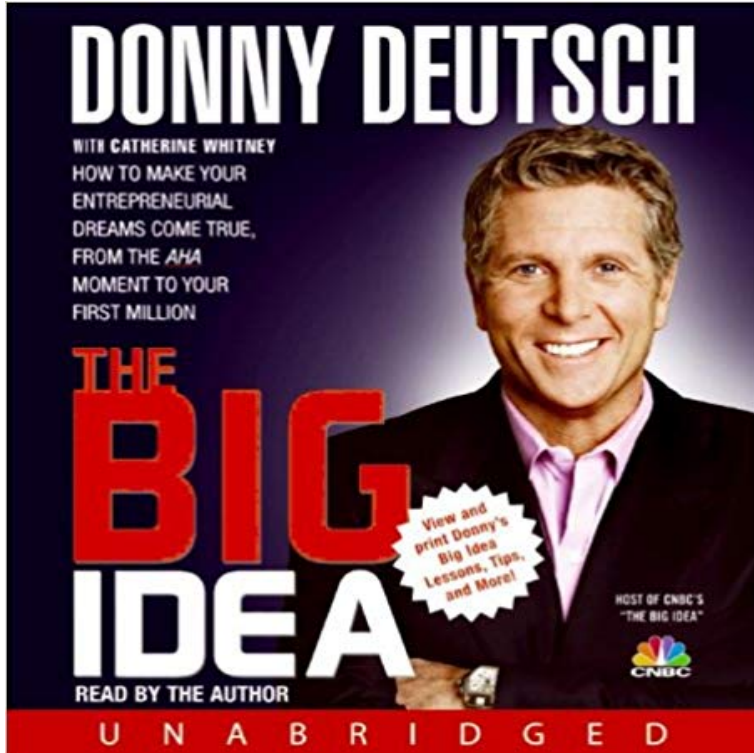


The Big Idea: How to Make Your Entrepreneurial Dreams Come True, From the Aha Moment to Your First Million



Its the moment when you say, Theres gotta be a better way. Its the moment when you ask, How can I solve this problemDonny Deutschs hit CNBC show The Big Idea has put the spotlight on that ordinary moment and the people who have the courage and stamina to make their dreams come true. Some people think a big idea is like a lightning bolt striking out of the blue that slams you in the head. But its hardly ever like that. The big idea isnt an act of God. Its an act of daily life. Simply put, the idea that will make millions starts with an observation. A carpenter gets tired of almost losing a finger every time he slices a bagel. Bam! The Bagel Guillotine. A mother is frustrated that her pantry is full of stale food because the packages dont close. Bam! Quick Seals. Howard Schultz notices on a trip to Italy that there are coffee bars on almost every corner. Bam! Starbucks. None of them had a barrel of cash. None of them had a ton of experience. They had a big idea and the will to follow through. In The Big Idea, Deutsch draws not only on his own tremendous focus and expertise, but on that of dozens of the successful entrepreneurs whom he has interviewed, to help you create your own enterprise. From the Gut Check Moment to Mom Power, The Big Idea takes aspiring entrepreneurs along every step of the way. The Big Idea is your road map to the American dream.

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