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The New Business Road Test: What

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Entrepreneurs and . . . Just as most car buyers take a road test before committing to the purchase of a new vehicle, so serious entrepreneurs run road tests of the opportunities they consider. Each road test resolves a few more questions and eliminates a few more uncertainties lurking in the path of every opportunity.

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The New Business Road Test by John Mullins. John Mullins, author of three best-selling books on entrepreneurship, including The

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The New Business Road Test offers a 7-step analysis method for your business idea, identifies its strengths and weaknesses and helps make an informed decision; about whether or not to proceed before you invest time, money and significant resource.

THE NEW BUSINESS ROAD TEST - Books that can change your life

So before spending time and money on a new enterprise it's vital to know if your idea is actually going to work in practice. The New Business Road Test shows you how to avoid the obvious mistakes that everyone else makes.

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Now in its fifth edition, The New Business Road Test is the essential handbook for anyone wanting to launch a start-up. The new and fully updated case studies - Ella's Kitchen, Whole Foods, eBay and more - and 'seven domains' framework will help you avoid impending disaster and enhance your chances of achieving your entrepreneurial dreams.

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Should Do Before Writing A Plan John W Mullins assess market opportunities. Building on lessons learned by studying numerous entrepreneurs, the book details the author's seven domains model for assessing new business ideas. The model is comprised of four market and industry domains and three related to the entrepreneurial team.

The New Business Road Test: What Entrepreneurs and ...

John Mullins developed the Seven Domains Model and published it in his 2003 book "The New Business Road Test." The model helps you explore a business idea from a variety of

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angles, including factoring in the knowledge and attitudes of your team. This helps you test the viability of your venture before you write a business plan or pursue funding.

Mullins' Seven Domains Model: Analyzing New Business ...

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