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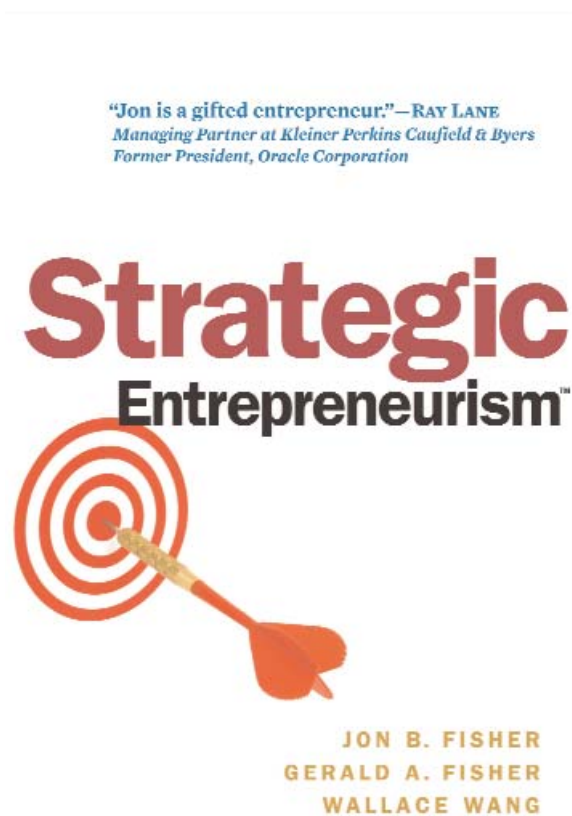
Strategic Entrepreneurism™

Shattering the Start-Up Entrepreneurial Myths

By Jon Fisher, Gerald Fisher and Wallace Wang

"Never before has the entrepreneurial spirit, a spirit requiring heroic proportions of daring, discipline, wisdom, and sacrifice, faced so many pitfalls nor witnessed so many opportunities. I share this spirit, and it is through a sense of kinship with this community of very special people that I share my hard-earned lessons learned in *Strategic Entrepreneurism*™."

Jon B. Fisher



The dream of nearly every entrepreneur is to create the next big-name success story like Dell Computers or Google. While it is nice to dream big, the reality is that most startups fail precisely because they're trying to become the next big-name success. The real secret to entrepreneurial success lies in *Strategic Entrepreneurism*, where you design a company specifically to be acquired by a larger one. A thorough understanding of this concept is crucial in our modern economic environment with its focus on technological efficiency and its plethora of highly acquisitive organizations.

Time and again Jon Fisher, multi-millionaire and CEO of several successful high-tech startups, has shown that he knows the ropes to success. The principles behind his success are outlined in *Strategic Entrepreneurism*. This informative guide shows ambitious entrepreneurs how to design their companies towards the path of least resistance, the maximum payoff, and the lowest amount of risk.

If you are thinking about starting up a business, you need a plan. And *Strategic Entrepreneurism* needs to be a part of it!

"Strategic Entrepreneurism" is a registered trademark of Jon B. Fisher

Jon B. Fisher served as Bharosa, Inc.'s CEO until its successful acquisition by Oracle Corporation in July 2007. Jon became Oracle's Vice President Product Management assisting with the release of Oracle Adaptive Access Manager. Jon completed his engagement with Oracle in November 2007.

Currently, Jon serves as an adjunct faculty member at the University of San Francisco's school of business. An entrepreneurship aficionado, Jon is a media commentator and lectures frequently at university business schools. Named Ernst & Young's 2007 Entrepreneur of the Year in California, Jon has served as CEO of three software companies in the Silicon Valley over the past 15 years.

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