

Books for Critical Reviews
ECON 4730, Economics of Entrepreneurship
Fall 2012
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Note: the phrase “critical review” does not mean you have to criticize the book (although you certainly can); it means that you go beyond a summary of the book, in order to evaluate it.

Books indicated with an asterisk (*) should not be chosen because they have been done in the last couple of years, and usually are currently posted on Amazon. (Exceptions to this policy might be made if you are willing and able to post your review to Amazon on your own, i.e., without Diamond doing it for you, as is usually done.)

If you want, you can consult the reviews previously posted to Amazon, as examples of critical reviews that have been done in the past.

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Blank, Steven Gary. *The Four Steps to the Epiphany: Successful Strategies for Products That Win*. 2nd ed. CafePress.com, 2005.

Blank, Steve, and Bob Dorf. *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company*. K & S Ranch, 2012.

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