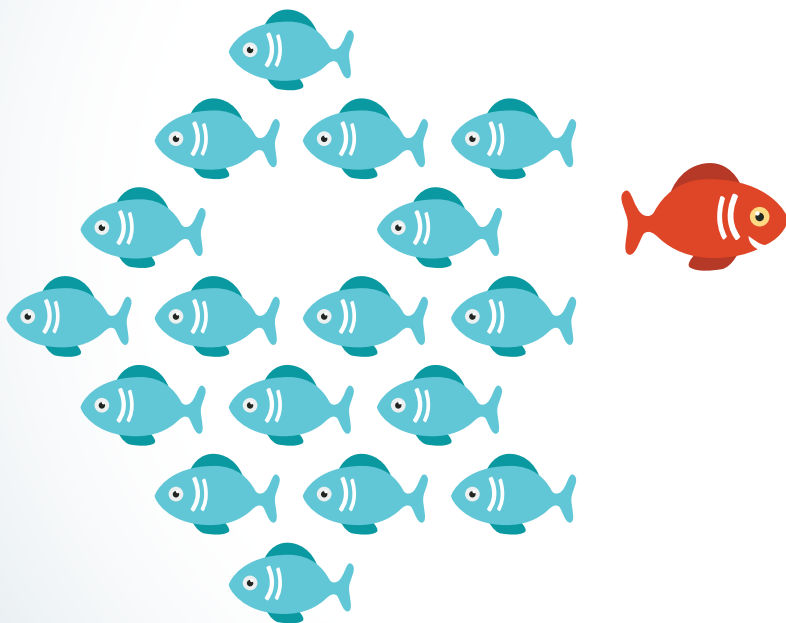


THE NON-SILICON VALLEY ROUTE TO ENTREPRENEURSHIP



PARAG SHAH

If you are an entrepreneur about to embark on your own start-up journey then this is a book you can't afford to miss. In simple, non-jargon fashion, it shows you a common-sense route to be successful in the reality of India today. From his humble beginnings in a small town in Maharashtra, to becoming the Chairman and the Founder Director of Foundation for Liberal And Management Education (FLAME); finally starting MIDAS, a product development and incubation center, dedicated to Management, Innovation, Design, Arts and Social Sciences, Parag Shah uses examples from his own decades long entrepreneurship journey, to lay out the key messages that every business person must keep in mind.

"Insert testimonial review here. This is only the placeholder for actual copy. This paragraph will be replaced by the testimonial review.

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