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The New Business Road Test shows how to 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.

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The New Business Road Test is a great read: thought-provoking, and not business-like like so much entrepreneurial advice. It's also digestible for a manager in the thick of things, something many books overlook. The questions John Mullins asks are relevant to new ventures and existing businesses looking to move forward, and this book will help you do just that. Max Aitken, Chief
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The New Business Road Test shows you how to test your idea before writing your business plan. It will help you to make sure that the business "you" build is based on a winning idea, enabling you to invest your time wisely and pitch to investors and customers with confidence. Building on lessons learned by studying numerous entrepreneurs and investors, John Mullins sets out a practical

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Every year there are more than two million would-be entrepreneurs in the UK trying to get businesses off the ground and 15 million in the United States. The majority of them fail. Of those who

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[The New Business Road Test Matthew Draycott](#)

John is an Associate Professor at LBS who specialises in teaching students how to grow and develop successful entrepreneurial ventures; he's also a serial entrepreneur in his own right and, a successful author of several books to boot, one of which, *The New Business Road Test*, is the subject of this review.

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