

Success In Business

What It Takes To Seize The Dream

(NAPSA)—Is there a winning formula for seizing the American dream?

It may be easy to think that the answer to achieving the success of an entrepreneur such as Bill Gates or Steven Jobs lies someplace between superhuman intelligence, great timing and luck. But the success of these and other entrepreneurs is not dependent on these three factors, says Jim H. Houtz, the author of *Seize the American Dream: 10 Entrepreneurial Success Strategies* (\$27.95).

"The secret to seizing the American dream as an entrepreneur lies mostly with entrepreneurs learning how to manage and grow the businesses they start," said Houtz, a venture capitalist and chairman of Southwest Jet Aviation.

In 1967, Houtz founded CyCare with \$1,500 and ten shares of IBM stock. CyCare grew to become a 500-person, \$270 million corporation, critically recognized as an industry leader.

In 1996, Houtz sold his company to Atlanta-based HBOC for over a quarter-billion dollars.

"*Seize the American Dream* dispels the popular myth that entrepreneurs are good only at starting companies and not running them," says Houtz, whose book provides the strategies, resources and inspiration needed to help the industrious create, finance, maintain and grow a successful and thriving business.

"This isn't a book for those on the fence about making the leap from 9-to-5 to creating their own business," says Houtz. "This is a

...the winning formula,
all the ingredients are here
for any size company, a
no-nonsense approach to
leadership.

—Ruth Ann Marshall, President,
MasterCard International,
North America

Seize the

American Dream★

10 ENTREPRENEURIAL SUCCESS STRATEGIES

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with Kathy Heasley

Do you have what it takes to be an entrepreneur? A new book profiles the disciplines needed to achieve success.

guide for those who want to know how to stick around after pouring their life savings and sweat equity—and hopes—into a new venture.

For those who have already made up their mind to leverage their knowledge, contacts, skills and passions into a big pay-off, Houtz promotes 10 key disciplines and strategies that are essential to the success of both start-ups and emerging businesses.

"*Seize the American Dream* is the winning formula. All the ingredients are here for any size company," said Ruth Ann Marshall, president, MasterCard International.

The book is available at www.amazon.com and wherever books are sold.