

Famous Entrepreneur Scavenger Hunt



11. Richard Branson

<http://www.entrepreneur.com/article/219938/both>

1. According to Branson, how should a company's culture evolve?
2. What does Branson think that his company did correctly during its early development?
3. Who should be included in developing the plans for your business' future?

12. Steve Jobs

<http://www.entrepreneur.com/article/220515/both>

1. Why is it important to make connections?
2. When Jobs returned to Apple in 1997, he reduced Apple's offering to how many products?

13. Dennis Crowley

<http://www.entrepreneur.com/video/219898/both>

1. What is the over-arching purpose of Foursquare?
2. According to Crowley, what is the reason that he and his employees have been able to make Foursquare a success?

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14. Pete Cashmore

<http://www.entrepreneur.com/article/219592/both>

1. What shapes whether your company takes off or not?
2. Why is it important to set up your employees to realize their passion?

15. Mark Cuban

<http://www.entrepreneur.com/article/222524>

1. What are Cuban's thoughts towards offices in a startup?
2. How should entrepreneurs approach technology in their startup?
3. What are some examples of how Cuban makes the job fun for his employees?

16. Oprah Winfrey

<http://oprahwinfrey.evancarmichael.com/Lesson-1-Set-High-Goals.html>

1. What is Oprah's "secret to success?"
2. What holds power over people when it comes to achieving their goals?

17. Estee Lauder

<http://www.entrepreneur.com/article/197658>

1. What are your favorite two pieces of advice Lauder offers to aspiring entrepreneurs?
2. How did Lauder convince the manager to stock her products?

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18. Mark Zuckerberg

<http://www.cbsnews.com/stories/2010/12/01/60minutes/main7108060.shtml?tag=currentVideoInfo;videoMetaInfo>

1. Why did Zuckerberg originally build facebook?
2. Does Zuckerberg believe in the thought that “the endpoint is when you sell the company, or go public?”

19. Jeff Bezos

<http://www.wired.com/wired/archive/13.01/bezos.html>

1. What products are the most difficult to sell, according to Bezos?
2. What trend does Bezos see emerging in business today?

20. Warren Buffet

<http://video.forbes.com/fvn/forbes400-10/jay-z-buffett-forbes-success-giving>

1. What does Buffet claim is more important than making a lot of “brilliant” decisions?
2. Buffet talks about building “moats” to protect one from competitors. What is the best moat a person can have?

21. Jay-Z

<http://video.forbes.com/fvn/forbes400-10/jay-z-buffett-forbes-success-giving>

1. What does a person have to “find” in order to find success?
2. What was the “genius thing” that Jay-Z did to achieve success?