



**Department of Agricultural and Resource Economics**

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Mark Paul  
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Dear Mark:

I am writing this letter to share how I use your book, *The Entrepreneur's Survival Guide*, and to outline its value to me - as professor of the AREc (Agricultural & Resource Economics)'s Capstone course: Special Topics 499.

This course covers various topics in agricultural and resource economics of special and current interest not covered in other courses, and is used to help students develop their intuition in bringing entrepreneurial thinking in building companies after graduation.

I selected this book due to the real-world value it provides in the following areas:

- Structure of the book:
  - It is a concise compendium of key aspects in developing a business
  - Clear and to the point
  - Makes a lot of sense
  - Isn't bogged down by example after example – for each chapter
- The “Secrets to Success” chapter provides critical insights
- Content helps students develop better business plans
- Tips for getting financing
- Practical advice
- Easy to grasp
- Readers don't need a “big business” background to relate to it

I want to thank you for reaching out to me, to learn how I use the book, its value to students and how it can be improved.

I look forward to having you as an invited speaker – to address one or more of the essential aspects in starting and running a company.

Best regards,

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