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business. You  
could say that, if  
there's a science  
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the science of  
making good  
decisions. And  
every bootstrap  
entrepreneur faces  
the daunting task  
of making ALL the  
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decisions, any one of which could either doom the enterprise or catapult it to stratospheric success. That means that every entrepreneur has to quickly get up to speed on every issue their business faces.

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operating on the  
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- have the  
opportunity to  
build powerful  
start-up  
organizations  
without ever really  
having to walk out  
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