

## The Essential Entrepreneur - Book Reviews

*"I have closely watched Richards success over the years across so many industries - his ability to break down and seamlessly communicate complex topics and challenges is second to none. Richard is without a doubt a natural industry leader with game changing advice."*

**Steven Marshall MP**  
PREMIER OF SOUTH AUSTRALIA

*"Every day I see the struggles and successes of businesses and how easily some major issues could have been simply avoided. This handbook is an absolute must-read for every business - starting out or already established."*

**Martin K Haese MBA**  
CEO, BUSINESS SA  
FORMER LORD MAYOR OF ADELAIDE

*"Having leaped into the entrepreneurial world with limited support, resources and being a woman with young children, I ran into many bumps in the road. This book would have saved me from more than a few!! What an incredible gift to 'today's' entrepreneur."*

**Flavia Tata Nardini**  
CEO & CO-FOUNDER  
FLEET SPACE TECHNOLOGIES

*"This book should be on every business owner's reading list; every time they read it, they will discover something relevant and new."*

**Dr. Jana Matthews**  
ANZ CHAIR IN BUSINESS GROWTH AND DIRECTOR, AUSTRALIAN CENTRE FOR  
BUSINESS GROWTH

*"I have now read your book and heartily recommend it to any budding or even seasoned entrepreneurs since every word carries the nuance and experience of your impressive entrepreneurial journey."*

**Bill McFarlane**  
PATENT & TRADE MARKS ATTORNEY AND ADJUNCT LECTURER

*"I wish I had read this book before I started in business. I highly recommend it if you are thinking of starting a business or you want to expand your business. Perfect timing as I review the year past and the year ahead."*

**Richard Bates**  
AP AUTOMATION THROUGH MACHINE LEARNING

*"An excellent read - inspiring, insightful, practical and covered the whole journey. Valuable lessons from a leading Entrepreneur who has been there and done it successfully, and in multiple industries!"*

**Jeremy Anderson**  
CEO TRACE OPTICS

*"I've just finished the book and want to thank you for it. So much knowledge and IP condensed into so few pages, a great read and something I know will stay on my shelf as a reference guide for years to come"*

**Chris Woodrow**

TEXTURE CONSULTING - We help leaders in utilities and mining deliver technology outcomes

*"Richard Turner is a fellow South Australian, a super successful businessman, and absolutely nailed this book on Entrepreneurship."*

*"If this book was out 9 years ago, I'd have saved myself many mistakes, head-scratches and headaches. Highly recommend it for anyone thinking of starting a business, are new to business or have been in business a while now. Basically, for anyone in business!"*

**Jarrad Tait**

DIRECTOR, AHLG (Adelaide & Hills Lawns & Gardens)