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Engineer Turned Multi-Millionaire Entrepreneur Reveals Secrets to Controlling the Fate of Your Career

Leveraging The Horizon: Secrets of a Serial Entrepreneur

By Edwin R. Addison

“Leveraging the Horizon offers great insight to the awesome power of creating an enterprise -- from getting started to crafting an exit. It prepares you for the challenge and helps you think differently to dominate the marketplace.”

– Guy Kawasaki, Chairman and CEO, Garage Technology Ventures

(Millersville, MD May 13, 2003)— Frustrated by bureaucratic hurdles, pecking order and corporate structure, Edwin R. Addison discovered the power within himself to become a successful entrepreneur of high potential technology ventures – and tells others how to do the same in *Leveraging the Horizon: Secrets of a Serial Entrepreneur*, recently published by iUniverse. By providing sound business strategies and many real world examples, the founder of ConQuest Software and Powerize.com shares insight that resulted in the sale of both companies for \$33 million and \$22 million respectively.

Leveraging the Horizon is not another book on how to raise money or how to write a business plan. Rather, it provides readers with insight to:

- Psychology, action steps and success factors essential to the success of any venture
- Motivational issues involved in building great teams, implementing ideas and executing strategies
- Highs and lows that are experienced and how to respond to them
- Driving factors that ultimately determine success or failure
- Achieving breakthrough innovation to attract capital and displace incumbents

“Leveraging the Horizon demonstrates that revolutionary ideas and radical business concepts can be created based upon desire, planning and execution – not luck. And this is true regardless of economic times,” Addison explained. “Many people think that because the economy is in a slowdown and venture capital is limited; it’s not a good time to start a business. The opposite is true. There are many incentives to business owners now – and what better time to put the fate of your career in your own hands,” he added.

Addison was able to overcome what holds-back many would be entrepreneurs: fear of the unknown and a value system that favors job security over risk. After toiling in the corporate structure for many years, Addison made the leap from employee to employer and has never looked back.

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2) Leveraging the Horizon: Secrets of a Serial Entrepreneur

Addison has since formed two ventures, orchestrated three mergers and now serves as managing director of Maryland-based Infinity Venture Group (www.infinityvg.com), which advises start-ups in the information technology, life sciences and homeland security sectors. He holds a B.S. in Electrical Engineering from Virginia Tech and M.S. degrees in Electrical Engineering and Biomedical Engineering from Johns Hopkins University, where he also teaches as an Adjunct Professor.

About Leveraging the Horizon: Secrets of a Serial Entrepreneur

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