

Book Review

Dr. Priyanka Tariyal, Assistant Professor, Army Institute of Management and Technology, Greater Noida.
E-mail: dr.priyanka_tariyal@aimt.ac.in

Scaling Entrepreneurship: From Vision to Reality

Vyomkesh Bhatt

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1. Introduction:

The book "*Scaling Entrepreneurship: From Vision to Reality*", is from World Lab Publications. It spans 196 pages, and is written in English. The Indian retail price for a copy of the book in its hardcover version is Rs. 499. The book is the second installment in the Entrepreneurship Development Series and serves as a comprehensive guide for entrepreneurs navigating the complexities of scaling their ventures. This book follows a narrative style, where the theoretical journey of protagonist Rahul is used to illustrate key concepts, making it easier for readers to relate and apply the insights. Through Rahul's experiences, readers can better understand critical aspects such as evaluating internal strengths, identifying growth opportunities, and building agile organisations that can adapt to the ever-evolving business environment.

By blending theory with protagonist practical challenges, the book provides an engaging way to explore entrepreneurship challenges and probable solutions. Readers will find valuable lessons on creating business plans, leveraging technology, and managing financial risks. This narrative approach ensures that readers not only grasp the concepts but also see how they play out in real-world situations, making it an essential read for anyone looking to transform their entrepreneurial vision into reality.

2. Authors Expertise:

Vyomkesh Bhatt is an academician with five years of experience in the education sector, driven by a deep-rooted interest in finance and accountancy. Currently pursuing his Ph.D. in banking from Quantum University, Roorkee, he has previously served at institutions like G.L. Bajaj College of Technology and Management and Gurukula Kangri (Deemed to be University). His commitment to research is evident in his contributions to renowned publishers such as Elsevier, IGI Global, and De Gruyter, with many of his works indexed in Scopus and other reputed databases. Over the years, he has presented at multiple national and international conferences and was honoured with the Best Paper Award at the Indian Institute of Public Administration, New Delhi, for his work on Sustainable Development Goals. Alongside authoring and co-authoring several academic books, he has also played active editorial roles, reflecting both his scholarly dedication and his collaborative spirit in the academic community.

3. Scaling Entrepreneurship

This book offers a refreshing and well-organised journey for anyone aspiring to step into the world of entrepreneurship. Spread across eight thoughtfully crafted chapters, it begins by helping readers make sense of

today's dynamic business environment: how to read the market, assess where a company stands, and uncover new opportunities for growth. What makes the book stand out is how it flows naturally from one theme to the next. After grounding the reader in market realities, it shifts to what it takes to build a business that can grow, touching on agile structures, smart operations, and leveraging technology effectively. The chapters that follow dive into the human side of entrepreneurship, discussing how to build a strong team, stay adaptable, and foster innovation and learning, especially when things start scaling quickly.

It introduces essential tools like SWOT analysis, Porter's Five Forces, and business planning in a way that's easy to understand and apply. The sections on marketing and finance go beyond the basics, they talk about creating a brand, using data to drive decisions, exploring funding avenues, and handling risks with a clear head. Perhaps the most engaging part of the book is its storytelling format. It doesn't just throw information at oneself, it follows a central character, Rahul, and his mobile app venture. Watching his entrepreneurial journey unfold makes the lessons more relatable and real. By the time readers reach the final chapters, they're not just absorbing advice, they're reflecting on the journey, ready to begin their own. This book is a valuable resource for anyone seeking to internalise the mindset and mechanics of building a sustainable and scalable business.

4. Practical Implications:

The content of the book is particularly relevant at the present time because of its relevance to the following critical parameters: One, entrepreneurs will play a key role in the succession of industrial revolutions from 3.0 to 4.0 and now to 5.0 in the Indian economy; thus, in order to progress, the economy needs the successful establishment of new-age ventures. As a second point, it has been noted that the new ventures established often rely on perception alone. The book will serve as a guiding source to understand and re-agitate the importance of rudimentary concepts. As part of his effort to raise awareness about different facets of entrepreneurship, the author gave a variety of viewpoints in the narrative style of writing, broadening the reader's understanding as a whole.

5. Concluding Remarks:

The book, in a nutshell, has two strengths: one, the author's approach of presenting this work not as a academic research study but rather as a tale of the entrepreneurial journey as the protagonist, takes on the knowledge of different concepts and depict their importance in aligning his venture into a path of success. This assures that even people who do not come from a management background will find it to be an epitome of a non-fiction tale of Rahul, while academia, via the readings, will also appreciate and respect the criteria presented in the book. Second, the book is well-structured, thereby giving a sense of credibility to the readers in order for them to accept the narrative, as the author has not limited itself to just quoting the facts but has also forecasted on the probable solutions.

That said, one of the noticeable limitations of the book is that a few important terms and concepts are introduced rather briefly. A bit more explanation or deeper context around these ideas could have helped readers, especially those with a strategic or academic interest and orientation. Also, the absence of concrete data or supporting figures may leave some readers wanting more analytical depth. While it's clear the author chose a narrative-driven, story-like approach which does make the book highly readable, adding a layer of detailed insights or real-world data could have made the content even more compelling and impactful for a wider audience.
