GB Marketing Enterprise Agrees With Study That Proves Entrepreneurship Not as Risky as it Seems

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Whilst risk has always been associated with entrepreneurship, a recent study has revealed why entrepreneurship is not as risky as it seems. GB Marketing Enterprise have revealed why they agree with the study.

About GB Marketing Enterprise: http://www.gbmarketingenterprise.com/about-us/

Entrepreneurship has always been associated with risk because it is never guaranteed that a business will succeed. Entrepreneurs seemingly have to make many risky decisions, such as quitting their day job to pursue a business venture. GB Marketing Enterprise has seen how many people are too fearful of becoming an entrepreneur due to the risk associated with the career choice.

However, a recent study by the Berkeley-Haas School of Business states that the financial risk may not be as big as first thought for entrepreneurs. While prior research maintained that entrepreneurs bear more risk than salaried workers, Assoc. Professor Gustavo Manso of the Haas Finance Group at UC Berkeley's Haas School of Business found that entrepreneurs receive comparable lifetime earnings if they choose to return to a salaried position; and therefore, are exposed to less risk than previously thought. Additionally, the study shows that those who remain entrepreneurs earn substantially more than their less adventurous counterparts over time.

GB Marketing Enterprise is an outsourced sales and event marketing firm based in Cardiff. The firm specialises in a unique marketing form that allows them to connect with consumers on a face-to-face basis. This helps the firm to establish long-lasting and personal business connections between brand and consumer. This helps to increase customer acquisition, brand awareness and brand loyalty for their clients.

GB Marketing Enterprise offers a business development opportunity which helps aspiring entrepreneurs into a successful entrepreneurial opportunity with minimum risk. GB Marketing Enterprise helps young business professionals to develop successful skillsets for entrepreneurship including sales, marketing, leadership, public speaking, financing and much more. The firm believes that this is extremely helpful for young business professionals as it helps them to see first-hand what it takes to be a success in business, whilst experiencing these techniques in a real business environment. GB Marketing Enterprise gives aspiring entrepreneurs the opportunity to experience a sales role, leadership positions and then the opportunity to open their own sales business.

GB Marketing Enterprise believes that it is important to support young entrepreneurs in order to help improve the economy and make entrepreneurship more accessible.

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