



# Campus CEO: The Student Entrepreneur's Guide to Launching a Multi-Million-Dollar Business

*Randal Pinkett*

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Every year, hundreds of thousands of students in the U.S. enter college totally clueless as to their choice of a major, and even less sure about what they will do with the rest of their lives. But for a growing number of students, the financial pressures of college are far more taxing than the academic rigors of campus life. As a result, many students rely heavily on financial aid, loans, part-time jobs, strict budgets, and whatever money their parents can afford to send them. Many students take dead-end jobs with no relevance to their college programs, while others even work on a full-time basis—sacrificing grades for dollars—and unwittingly setting themselves up to become college drop-outs.

However, students don't have to suffer through a penniless college existence, nor must they wait until after graduation to find a career and make money. Instead, they can generate income by launching their own businesses while on campus, taking advantage of the period in their lives during which any number of once-in-a-lifetime perks and resources are readily available to them. *The Campus CEO* walks any would-be entrepreneur through all the necessary steps to launching a profitable, campus-based business, while simultaneously achieving academic success. Regardless of major, background, or area of interest, readers of *The Campus CEO* will learn how to turn their academic and professional dreams into reality.

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