

Invent an Entrepreneurial Business: Or Play and Get Played (Paperback)



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Reviews

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(Dr. Constantin Marks II)

INVENT AN ENTREPRENEURIAL BUSINESS: OR PLAY AND GET PLAYED (PAPERBACK)**DOWNLOAD**

Hearthstone Broadmore Publishing, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Our world dramatically advanced during one hundred and fifty years of the 19th and 20th Centuries. Creative new inventions and major discoveries brought significant improvement into the quality of our lives. Beginning in the 1980s, profit obsessed players began to drain companies of inventive resources. Now workers toil in creative wastelands licked dry of fluid progress. Thirst for original ideas languishes in innovative deserts as an entrepreneurial drought spreads. Progress has slowed to a trickle. There have been very few major discoveries or breakthroughs since the mid-1900s. Invent an Entrepreneurial Business provides a different path by returning decades of innovative knowledge. We present material and processes that were proven during the past breakthrough age of progress. There is a path back to the type of inventive energy, drive and progress that we saw in the recent past. Primary reasons for entrepreneurial decline are exploitive games played by manipulating players. Thirty two games (office politics) are described in Invent an Entrepreneurial Business. Ways are shown to defeat them. Manipulation games are the primary obstacle to invention and discovery. Insight is provided to over 30 entrepreneurial inventive companies that satisfy legitimate long-term stakeholder needs. We also review a few legacy businesses to provide contrasting examples of short-term exploitive money machine corporations. Every entrepreneurial company needs a champion. We show the three central elements of every champion, and then study more than 50 unique individual champions. Development of new ideas into finished products and services starts with the creative process. Paul McCartney and John Lennon help us see the steps that transition into a full development process. To ensure success, we show how to ground the entire development process with customers. A start-up begins with...

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