



## Entrepreneurial Excellence: Profit from the Best Ideas of the Experts (Paperback)

By Richard J. Goossen

Career Press, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book. In ENTREPRENEURIAL EXCELLENCE, some of the top entrepreneurial strategists from around the world representing a collective output of more than 100 books and practical experience founding or consulting with more than 300 companies share their advice and wisdom. You ll learn about: The spirit of enterprise from Larry Farrell, whose company has trained nearly 1,000,000 entrepreneurs. The entrepreneurial mindset from Rita Gunther McGrath, a professor at Columbia University s Lang Centre for Entrepreneurship. The art of entrepreneurship from Henry Mintzberg, a professor at McGill University and one of the world s leading management gurus. The experts interviewed provide advice to the leading companies throughout the world. Now you can get the same advice - the insiders secrets - at a fraction of the cost and in an easy-to-understand format. Why did Edison succeed when so many others didn t? Why did putting 50 matches in a matchbox give its Swedish originators a 50-year world monopoly? Why did Frank Batten s The Weather Channel survive early storms and then prosper? You ll learn these answers and many more.



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