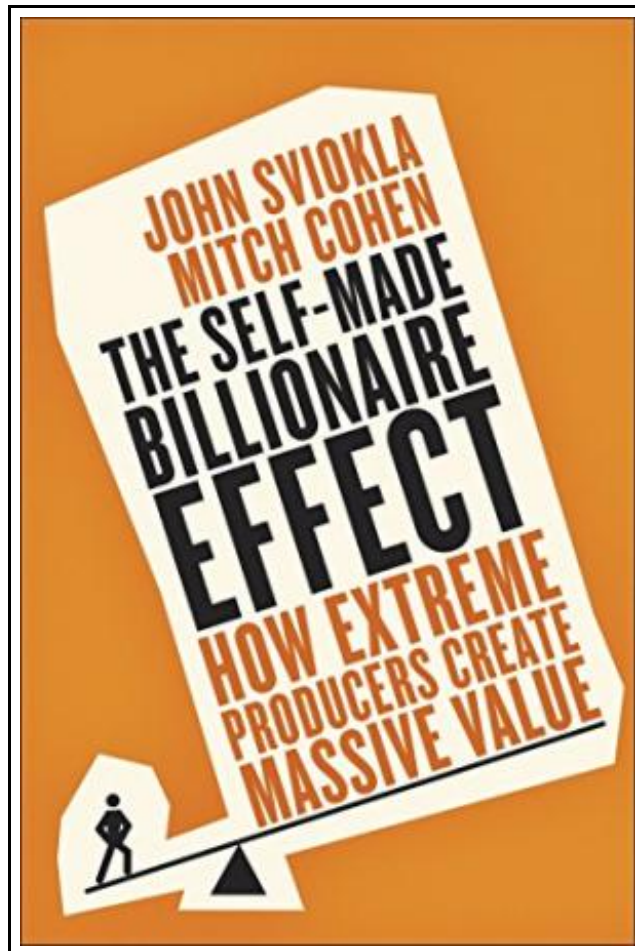


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THE SELF-MADE BILLIONAIRE EFFECT: HOW EXTREME PRODUCERS CREATE MASSIVE VALUE



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Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Self-Made Billionaire Effect: How Extreme Producers Create Massive Value, John Sviokla, Mitch Cohen, Discover and cultivate the secret traits of self-made billionaires with the Self-Made Billionaire Effect by John Sviokla and Mitch Cohen. Imagine what Atari might have achieved if Steve Jobs had stayed there. Or what Steve Case could have done for Pepsi if he hadn't left for a start-up that eventually became AOL. Scores of billionaires worked for established corporations before they struck out on their own. People like Michael Bloomberg and Mark Cuban went on to build iconic household brands. Why didn't their former employers hang onto to these people? And why are most big companies unable to create as much value as the world's 800 self-made billionaires? Billionaires aren't necessarily luckier, smarter or harder working than the rest of us - and they rarely build something brand-new. The key difference is their mindset. They redefine what's possible - and they are critical to any company looking to create massive value. The Self-Made Billionaire Effect breaks down the five critical habits of massive value-creators, so you can learn how to identify, encourage, and retain them - and even become one yourself. It will forever change the way you think about talent and business value. John J. Sviokla is the head of Global Thought Leadership with PricewaterhouseCoopers. He is a frequent speaker on innovation, growth, and customer behavior. In addition to working with clients, John serves on PwC's Advisory Leadership Group and Global Thought Leadership Council. He was on the faculty of the Harvard Business School for ten years and has written for Harvard Business Review, The Wall Street Journal, Financial Times, and Sloan Management Review. Mitch Cohen is PwC's Vice Chairman. During his 33 years at the...



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