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The Unstoppables: Tapping Your Entrepreneurial Power

By Bill Schley, Graham Weston

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, The Unstoppables: Tapping Your Entrepreneurial Power, Bill Schley, Graham Weston, How to tap the real source of entrepreneurial power in you and in your organization The UnStoppables is based on foreword author Graham Weston's experience growing Rackspace, as well as fascinating case studies from such organizations as the Navy SEALs and Israeli Special Forces. In The UnStoppables Bill Schley, co-founder of the branding firm Brand Team Six shows how the best practitioners think continuously about two things: The Big Picture and the Little Picture--essence and essentials. The essentials are the business and financial mechanics required of any working enterprise. But the essence is the emotional mechanics to deal with obstacles, risk, fear and failure. Mastering the emotional mechanics is how entrepreneurs succeed and winners win. This is how you capture the unlimited power of entrepreneurship to spark a successful start-up or revitalize a mature organization. * Explains why what's stopping you is more important than what's starting you, how to tap the essence of entrepreneurial power in you and in your organization, and how motion generates vision * Bill Schley is an award winning author and established expert on...



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