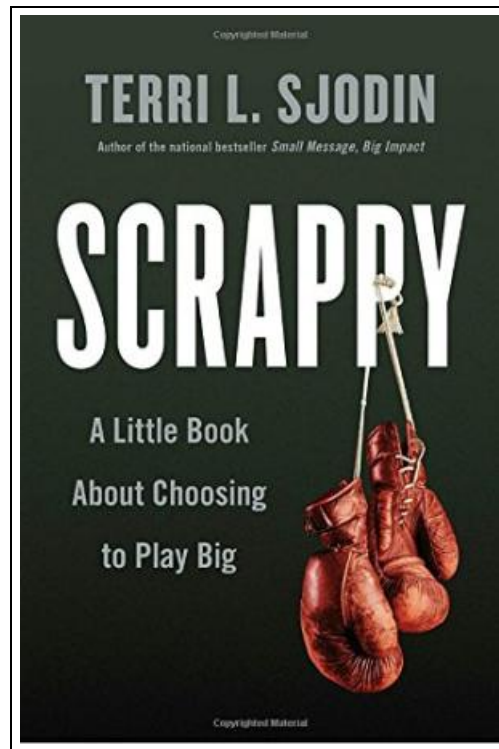


Scrappy: A Little Book about Choosing to Play Big (Hardback)



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Reviews

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SCRAPPY: A LITTLE BOOK ABOUT CHOOSING TO PLAY BIG (HARDBACK)

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PORTFOLIO, 2016. Hardback. Condition: New. Language: English . Brand New Book. Scrappy skra-p? adj: Full of fighting spirit--synonymous with having moxie, being feisty, enthusiastic, gutsy, lively, and spunky Maybe you have been told time and time again that if you pay your dues and keep plugging away, you ll gain enough experience through the school of hardknocks to be successful. That might be true. But maybe you want to reach your goals faster. Maybe you want to earn more, beat the odds--and do it with class and style. If so, it s time to get scrappy. Scrappy people see big problems and come up with big solutions. Or they see ordinary challenges and find a new path to extraordinary results. They re like the entrepreneur who turned his home into an indoor jungle--complete with waterfalls, tropical birds, and a live baboon--to sell investors on the now famous Rainforest Cafe restaurant chain. Or the Girl Scout who skipped the usual door-to-door cookie sales and set up a table outside a medical marijuana dispensary, selling 117 boxes in just 2 hours. It can seem like these successes are just one-off acts of ingenuity or isolated flashes of brilliance.but are they? In today s world you need more than just an occasional burst of creativity. You need a consistent attitude, a proven strategy, and a tactical plan for execution. That s where Terri Sjodin s Scrappy can help you, by explaining and demonstrating the unique elements behind any successful scrappy effort. Drawing on research, interviews, and her own personal experience, Sjodin identifies the habits that will help you get into the right mind-set. She shares stories of scrappy tactics that have worked and those that have crashed and burned, in order to provide practical takeaways for achieving your vision, whatever it might be....

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