



Crazy Is a Compliment: The Power of Zigging When Everyone Else Zags

By Linda Rottenberg

PORTFOLIO, United States, 2016. Paperback. Book Condition: New. Reprint. 213 x 137 mm. Language: English . Brand New Book. If people aren t calling you crazy, you aren t thinking big enough. These days taking chances isn t just for college dropouts in hoodies. Whether you work at a Fortune 500 company, a nonprofit, or a mom-and-pop, everybody needs to think and act like an entrepreneur. We all need to be nimble, adaptive, daring and maybe even a little crazy or risk being left behind. But how do you take smart risks without risking it all? That s Linda Rottenberg s expertise. As the cofounder and CEO of Endeavor, the world s leading organization dedicated to supporting fast-growing entrepreneurs, she s spent the last two decades helping innovators think bold and execute smart. Now Rottenberg draws on her unrivaled experience to show you the proven techniques to achieve your dreams: from overcoming fear to facing down critics, from stalking supporters to exploiting chaos. Crazy Is a Compliment combines inspiring stories, original research, and practical advice to create a road map for getting started and going bigger. Rottenberg brings to life iconic entrepreneurs like Walt Disney and Estee Lauder and reveals...



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-- Mariano Spinka

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