

crazy is a compliment



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Reviews

A whole new e book with a brand new point of view. I could possibly comprehend every thing using this written e book. Its been written in an extremely simple way which is only soon after i finished reading through this ebook by which actually modified me, change the way in my opinion.

(Marcia McDermott)

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Paperback. Book Condition: New. Not Signed; Some books on entrepreneurship are of little practical use. Rottenberg's new book is different. Sober, convincing and offers the best ways to build new business ventures. (Financial Times). Linda has tapped into something important - that we all need to be more entrepreneurial these days. With her impressive track record and inspiring story, she shows us all how to overcome our fears and take smart, achievable steps to improve our organisations. (Sheryl Sandberg). Buy it. Read it. Live it. (Seth Godin). These days 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? Crazy Is a Compliment combines inspiring stories, original research and practical advice to create a road map for getting started and going bigger. It brings to life iconic entrepreneurs like Walt Disney and Estee Lauder, reveals how companies like GE and Burberry have broken the corporate mould, and introduces us to entrepreneurs like Leila Velez, who started an \$80 million hair-care company from her kitchen sink in Rio. Whether you're serving coffee and fantasizing about launching a microbrewery or sitting at your desk brainstorming a new idea that can improve your company, Linda Rottenberg provides a road map to getting started, going bigger and achieving your dreams. book.



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