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Loco por emprender. Desafía las normas convencionales (Crazy Is a Compliment) (Spanish Edition)

Linda Rottenberg

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Linda Rottenberg
Bestseller de *The New York Times*. Por Linda Rottenberg, cofundadora y CEO de Endeavo.

***Loco por emprender* combina historias inspiradoras, investigación original y consejos prácticos para crear un plan de acción de negocios y crecer ¡a lo grande!**

Este libro combina historias inspiradoras, investigación original y consejos prácticos para crear un plan de acción para empezar tu negocio y crecer a lo grande. Profundiza en el trabajo de emprendedores icónicos como Walt Disney y Estée Lauder y revela cómo las compañías mtv, General Electric y Burberry lograron el éxito al romper con las normas establecidas e implementar una mentalidad de emprendedor.

Linda Rottenberg afirma:

«Todos los días conozco personas con un sueño. Tal vez eres mesero y fantaseas con tu propia cafetería, tal vez estás sentado en tu cubículo pensando en nuevas formas de mejorar tu empresa. Tienes un sueño pero no sabes cómo hacerlo realidad. O quizá, ya has puesto en marcha tu sueño pero no sabes cómo llevarlo al siguiente nivel». Este libro te enseñará el camino.

ENGLISH DESCRIPTION

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 Estée Lauder and reveals how companies like MTV, GE, and Burberry found their best successes by breaking the corporate mold and embracing the entrepreneur mind-set. She also introduces us to some of the one thousand entrepreneurs she's advised, like Leila Velez, who started a hair-care company in her kitchen sink in Rio that now earns $80 million a year. As Linda writes:

Every day I meet people with a dream. Maybe you're serving coffee and fantasizing about launching a

microbrewery; maybe you've skipped college and yearn to start your own design firm; maybe you're sitting in your cubicle and brainstorming a new idea that can improve your company.

You have a dream, but you don't know how to turn your dream into reality. Or you've already launched your dream but you're unsure how to take it to the next level. This book can show you the way.

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From reader reviews:

Andrew Evans:

Why don't make it to be your habit? Right now, try to prepare your time to do the important action, like looking for your favorite reserve and reading a guide. Beside you can solve your short lived problem; you can add your knowledge by the reserve entitled Loco por emprender. Desafía las normas convencionales (Crazy Is a Compliment) (Spanish Edition). Try to make the book Loco por emprender. Desafía las normas convencionales (Crazy Is a Compliment) (Spanish Edition) as your friend. It means that it can to get your friend when you sense alone and beside regarding course make you smarter than previously. Yeah, it is very fortuned for you personally. The book makes you more confidence because you can know almost everything by the book. So , we should make new experience as well as knowledge with this book.

Stephen Hancock:

Reading a guide can be one of a lot of task that everyone in the world loves. Do you like reading book thus. There are a lot of reasons why people enjoyed. First reading a e-book will give you a lot of new facts. When you read a reserve you will get new information simply because book is one of many ways to share the information as well as their idea. Second, looking at a book will make anyone more imaginative. When you examining a book especially fictional book the author will bring you to definitely imagine the story how the figures do it anything. Third, you could share your knowledge to others. When you read this Loco por emprender. Desafía las normas convencionales (Crazy Is a Compliment) (Spanish Edition), you are able to tells your family, friends and soon about yours reserve. Your knowledge can inspire the mediocre, make them reading a guide.

Elliott Salazar:

Reading can called imagination hangout, why? Because while you are reading a book specifically book entitled Loco por emprender. Desafía las normas convencionales (Crazy Is a Compliment) (Spanish Edition) your thoughts will drift away trough every dimension, wandering in every aspect that maybe unknown for but surely might be your mind friends. Imaging every word written in a publication then become one form conclusion and explanation this maybe you never get just before. The Loco por emprender. Desafía las normas convencionales (Crazy Is a Compliment) (Spanish Edition) giving you yet another experience more than blown away your brain but also giving you useful info for your better life in this particular era. So now let us explain to you the relaxing pattern is your body and mind will likely be pleased when you are finished examining it, like winning a. Do you want to try this extraordinary wasting spare time activity?

Rebecca Muldoon:

In this era globalization it is important to someone to find information. The information will make someone to understand the condition of the world. The healthiness of the world makes the information simpler to share. You can find a lot of referrals to get information example: internet, magazine, book, and soon. You

can observe that now, a lot of publisher which print many kinds of book. The book that recommended to you is Loco por emprender. Desafía las normas convencionales (Crazy Is a Compliment) (Spanish Edition) this reserve consist a lot of the information from the condition of this world now. This book was represented just how can the world has grown up. The vocabulary styles that writer use to explain it is easy to understand. The particular writer made some investigation when he makes this book. That is why this book ideal all of you.

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