



## Loco Por Emprender / Crazy Is a Compliment Desafia Las Normas Convencionales (Paperback)

By Linda Rottenberg

AGUILAR, Mexico, 2016. Paperback. Condition: New. Language: Spanish . Brand New Book. Bestseller de The New York Times. Por Linda Rottenberg, cofundadora y CEO de Endeavo. Loco por emprender combina historias inspiradoras, investigacion original y consejos practicos para crear un plan de accion de negocios y crecer a lo grande! Este libro combina historias inspiradoras, investigacion original y consejos practicos para crear un plan de accion para empezar tu negocio y crecer a lo grande. Profundiza en el trabajo de emprendedores iconicos como Walt Disney y Estee Lauder y revela como las companias mtv, General Electric y Burberry lograron el exito al romper con las normas establecidas e implementar una mentalidad de emprendedor. Linda Rottenberg afirma: Todos los dias conozco personas con un sueno. Tal vez eres mesero y fantaseas con tu propia cafeteria, tal vez estas sentado en tu cubiculo pensando en nuevas formas de mejorar tu empresa. Tienes un sueno pero no sabes como hacerlo realidad. O quiza, ya has puesto en marcha tu sueno pero no sabes como llevarlo al siguiente nivel. Este libro te ensenara el camino. ENGLISH DESCRIPTION These days taking chances isn t just for college dropouts in hoodies. Whether you work at a...



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