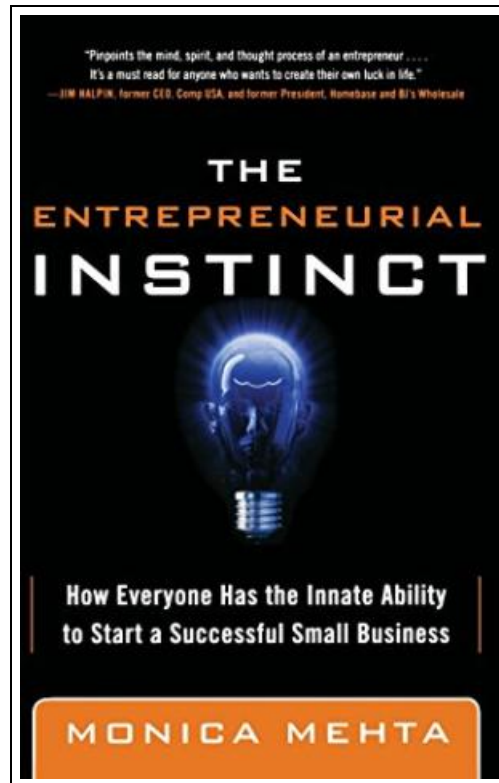


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McGraw-Hill Education - Europe, United States, 2012. Hardback. Condition: New. New. Language: English . Brand New Book. Unlock your innate entrepreneurial talent Winner of a 2013 Small Business Book Award - Startup Category We've all heard stories of the dropout that makes billions-a triumph relying more on luck than skill and never to be repeated. In real life, successful entrepreneurs take classes, write business plans, and map out every contingency. But if the stories are such a fluke, why do we hear them over and over again? In *The Entrepreneurial Instinct*, sought-after small business expert Monica Mehta looks past the rags to riches stories to explore the role of mind, behavior, and brain chemistry in our ability to be successful entrepreneurs. Interviews with entrepreneurs reveal the traits and habits that allow them to thrive. Groundbreaking insight from neuroscience and psychology experts uncovers the scientific explanations behind self-made mavericks' seemingly innate knack. More important, Mehta explains how you can use these discoveries to replicate their success by: Taking rewarding risks Overcoming fears and failure Thriving in the face of ambiguity Using your innate talents to find financial independence and make millions *The Entrepreneurial Instinct* weaves together the incredible self-made stories of the founders of CLIF Bar, Carol's Daughter, Marquis Jet, Skip Hop, KIPP Charter Schools, J Brand, Tahari, Apple, Paul Mitchell Systems, and Dogfish Head Beer. None of these anecdotes involves higher education, meticulous planning, or years of gathering seed money. These stories are about seemingly average people who possessed a keen understanding of how their minds worked-and used that knowledge to their advantage. In a time when the prospect of unemployment or the loss of life savings is high, the need to seize control of your own destiny is greater than ever. *The Entrepreneurial Instinct* offers much-needed techniques...

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