



## Hunch

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By Bernadette Jiwa

Portfolio Penguin Penguin UK Mai 2017, 2017. Taschenbuch. Condition: Neu. Neuware - 'This brilliant little book is sure to inspire the next new meaningful product or company' - Ivy Ross, VP Design, Google Where will your next big idea come from Analyzing hard data A corporate brainstorming session Customer focus groups Or closer to home Successful entrepreneurs don't wait for proof that their idea will work. They learn to trust their gut and go. In Hunch, bestselling author and business adviser Bernadette Jiwa shows you how to harness the power of your intuition so you can recognize opportunities others miss and create the breakthrough idea the world is waiting for. She explores inspired hunches, from one that led to the launch of the breakout Goldiblox brand, to another that helped a doctor reduce infant mortality around the world. Filled with success stories, reflection exercises and writing prompts, Hunch is the indispensable guide to embracing your unique potential and discovering your own winning ideas. 176 pp. Englisch.

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