

Entrepreneur Voices On Company Culture

From the creator of "Developing Innovative Ideas for New Companies," the #1 course in entrepreneurship with over 1,000,000 learners from 175 countries. IN THE OPPORTUNITY ANALYSIS CANVAS, DR. JAMES V. GREEN SHARES HOW TO BECOME MORE EFFECTIVE IN IDENTIFYING AND ANALYZING ENTREPRENEURIAL OPPORTUNITIES, AND BUILDING SUSTAINABLY COMPETITIVE COMPANIES. Why are entrepreneurs successful? How can we understand and develop our thinking to be better entrepreneurs? What are the keys to developing winning entrepreneurial ideas? Distilling vast amounts of research in psychology, sociology, and economics into a practical how-to guide for aspiring and active entrepreneurs, Dr. Green presents a whole new understanding of entrepreneurial mindset and action. At its core, The Opportunity Analysis Canvas contains a powerful argument that anyone can be a successful entrepreneur by thoughtfully examining themselves and the business opportunity. By harnessing these insights, we can transform our ideas into businesses that are lasting successes. DR. JAMES V. GREEN, an award-winning educator at the University of Maryland, leads the education activities of the Maryland Technology Enterprise Institute (Mtech) in the A. James Clark School of Engineering. As its Director of Entrepreneurship Education, he leads undergraduate and graduate courses in entrepreneurship, innovation, and technology commercialization. With more than twenty publications to his credit, he is a thought leader in entrepreneurship education.

We know why diversity is important, but how do we drive real change at work? Diversity and inclusion expert Jennifer Brown provides a step-by-step guide for the personal and emotional journey we must undertake to create an inclusive workplace where everyone can thrive. Human potential is unleashed when we feel like we belong. That's why inclusive workplaces experience higher engagement, performance, and profits. But the reality is that many people still feel unable to bring their true selves to work. In a world where the talent pool is becoming increasingly diverse, it's more important than ever for leaders to truly understand how to support inclusion. Drawing on years of work with many leading organizations, Jennifer Brown shows what leaders at any level can do to spark real change. She guides readers through the Inclusive Leader Continuum, a set of four developmental stages: unaware, aware, active, and advocate. Brown describes the hallmarks of each stage, the behaviors and mind-sets that inform it, and what readers can do to keep progressing. Whether you're a powerful CEO or a new employee without direct reports, there are actions you can take that can drastically change the day-to-day reality for your colleagues and the trajectory of your organization. Anyone can—and should—be an inclusive leader. Brown lays out simple steps to help you understand your role, boost your self-awareness, take action, and become a better version of yourself in the process. This book will meet you where you are and provide a road map to create a workplace of greater mutual understanding where everyone's talents can shine.

The six foundational principles of a Dynamic Culture are universal and unchanging. In The Culture Solution, business consultant and New York Times bestselling author of The Dream Manager and Off Balance presents the six enduring principles of a Dynamic Culture in a way that is both intensely practical and inspiring. If you want to . . . grow

your business; attract, grow, and retain top talent; learn the key to hiring in the 21st century; teach every person in your organization that they have a role to play in making the culture better today than it was yesterday . . . this book is for you and every person on your team.

A guide to doing socially positive work in the context of business.

Rock-Star Leaders Stand Out Up and coming leaders have a challenge: How do you enhance your company's culture in your current role? How do you establish yourself as a leader who takes your organization's brand to eleven? You may not be an executive, and you may or may not have direct reports, but author, speaker, and trainer Jim Knight would assert that, nonetheless, you have the power to be a major influencer of your organization's culture, lighting it up and making it rock, from the inside out. Part of Knight's Culture That Rocks series, Leadership That Rocks uses examples from some of the country's most recognizable figures to show you how to become culture-driven, a versatile manager, and a catalyst for change within your organization. You will learn how to develop your own leadership and to powerfully grow your brand's culture from within your sphere of influence. Full of practical advice and actionable tips, Leadership That Rocks gives you the goods to stand out as a rock-star leader who knows how to amp up business results.

Does Your Company Culture Fit Your Business Strategy? A high-performing company culture can translate into happy employees, a productive and engaging work environment, and fluid communications. To help you define and create a culture that works in today's competitive world, Entrepreneur's community of small business owners and entrepreneurs share their battle-tested strategies, hard-won advice, and secrets behind what works and what doesn't. Entrepreneur Voices on Company Culture will help you to: Create a culture that fits your brand and leadership style Hire the right team that will support your mission Increase your team's productivity without causing burnout Retain your best employees with creative and effective appreciation Avoid the tragic mistakes made by companies that have come before you Plus, learn how WP Engine's CEO realized cultures can be created by accident, why Raising Cane's makes every employee spend time as a fry cook, and how the founder of Blue Fish stayed afloat after everyone quit on the same day.

"Based on in-depth interviews with more than 200 leading entrepreneurs, [including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, Spanx, Airbnb, PayPal, JetBlue, Gilt Group, Theranos, and Dropbox], a business executive and senior fellow at [the Harvard Kennedy School] identifies the six essential disciplines needed to transform your ideas into real-world successes, whether you're an innovative manager or an aspiring entrepreneur"--

Launching a business in China? Give yourself a "second mover advantage." China-bound entrepreneurs and small business owners: learn from experienced China hands before you bring your business to the world's largest and most dynamic consumer market. Preparing to manage a small business in China, the world's largest, most dynamic consumer market? Hundreds of thousands of other international businesspeople are too, but only a small percentage of them will succeed in bringing their start-up dreams to life in the Middle Kingdom. Give yourself a huge head-start by learning directly from experienced China pioneers. CHINA ENTREPRENEURS delivers street-tested advice on launching, growing, and operating your own business in

China. Authors Juan Antonio Fernandez, professor of Management at the China Europe International Business School, and Laurie Underwood, accomplished journalist and Director of External Communications at CEIBS, use their combined 26 years of China experience to interview 40 successful international entrepreneurs who have launched and built businesses in China. These entrepreneurs share their first-hand advice, anecdotes and best practices in tackling the key challenges of winning in the China market, from negotiating with government and winning necessary start-up approvals, to hiring and keeping the right staff, to collecting payments and to safeguarding intellectual property. In addition, the experiences of the entrepreneurs will be juxtaposed against insights from experienced China consultants who assist start-ups in operating in China. Thus the book will balance extensive, on-the-ground business advice against the insights of consultants who have risen to prominence in the China business environment by advising SME business operators on succeeding in China. To succeed, modern businesses need to foster the creativity of their staff; they need to provide an environment that promotes constant innovation. Intrapreneurship, which harnesses the entrepreneurial drive within an existing organization to foster new ideas and creative thinking, gives companies the problem-solving edge to succeed in an ever-changing world. To stay on top, companies need to empower all their employees — their rebels, their trend spotters, their communicators, their researchers — to find and implement new ways of operating. The Greenhouse Approach shows how companies and organizations can use creative thinking to reimagine current norms and structures and develop a culture of intrapreneurship, equipping them with the tools to anticipate and adapt to change.

The Business of Culture examines the rise of Chinese “cultural entrepreneurs,” businesspeople who risked financial well-being and reputation by investing in multiple cultural enterprises in the late nineteenth and twentieth centuries. Rich in biographical detail, the interlinked case studies featured in this volume introduce three distinct archetypes: the cultural personality, the tycoon, and the collective enterprise. These portraits reveal how rapidly evolving technologies and growing transregional ties created fertile conditions for business success in the cultural sphere. They also highlight strategies used by cultural entrepreneurs around the world today.

FACT: There is no ultimate blueprint or rulebook to Growth Hacking. Yes, we know that companies like Airbnb, Uber, and Dropbox have been touted as the case studies for industry disruption and immense growth. But the growth hacking strategies that made them successful sometimes only work once. Lucky for you, there's no shortage of growth hacks. Entrepreneur Voices on Growth Hacking shares the inspirational stories of unconventional entrepreneurs who retooled companies and industries and were rewarded handsomely for it while giving you the tools you need to do the same. Dive into this book, and you'll learn how to: Achieve rapid business growth with strategic partnerships Monetize your brand with out-of-the-box content marketing Streamline every process with a team of hard-working specialists Build a tribe of brand ambassadors to expand your reach and boost your business Drive your vision forward with Reid Hoffman's OODA model Plus, take a page from the playbooks of rule-breaking businesses like Dollar Shave Club, UGG Boots, Glossier, and D?.

Entrepreneurship is largely considered to be a positive force, driving venture creation and economic growth. Critical Perspectives on Entrepreneurship questions the accepted norms and dominant assumptions of scholarship on the matter, and reveals how they can actually obscure important questions of identity, ideology and inequality. The book's distinguished authors and editors explore how entrepreneurship study can privilege certain forms of economic action, whilst labelling other, more collective forms of organization and exchange as problematic. Demystifying the archetypal vision of the white, male entrepreneur, this book

gives voice to other entrepreneurial subjectivities and engages with the tensions, paradoxes and ambiguities at the heart of the topic. This challenging collection seeks to further the momentum for alternate analyses of the field, and to promote the growing voice of critical entrepreneurship studies. It is a useful tool for researchers, advanced students and policy-makers.

Entrepreneur Voices on Company Culture

Ditch the Job for the Dream If you don't love what you do, then it's time to re-think your daily grind and renovate your career. It's time for Career Rehab. This book has the tools you need to go from the job you're in to the career—and the life—you want. In Career Rehab, professional career and life coach Kanika Tolver helps you strip away the fear and doubt holding you back from living your best life and get down to the "good bones" of your resume so you can build your dream career. Tolver outlines simple yet innovative ways to brand, market, and sell yourself into jobs that promote work-life balance, fair compensation, and continuous career development. You'll learn how to: Brand yourself like a product Fearlessly, but softly, resign from a job Identify the right career path for yourself Enhance your professional happiness Leverage your personal passions and purpose in life This collection of research, success stories, interviews, and case studies will give you a better understanding of how you can find professional and personal bliss. The time is NOW to build your personal brand, network like a hustler, and get the pay you deserve.

The core purpose of social enterprise is to create value for the betterment of society. This aim lies at the center of the framework and is the end toward which all other elements in the framework must contribute. Greater alignment of these elements with the central purpose produces higher organizational coherence which contributes to superior performance.

Rae is like many five year olds with one BIG exception: she has a super-secret superpower. Unlike her limb difference, which is visible for all to see, her superpower is something she has never shown anyone before. But it's her first day of school and her classmates are in need. Will she keep her power to herself? or use it to help her new friends? SERIES OVERVIEW: The Capables are a group of super-capable kid superheroes all of whom have a super capability or "cape." Each Capables' superpower is activated through empowerment. Created by television producer Danny Jordan--the dad of a child with an upper limb difference--The Capables is an entertaining, educational, and engaging children's book series, with a focus on inclusion of disability.

When entrepreneur Len Forkas learned that his nine-year-old son had leukemia, his own life changed forever. In 2003, Len founded Hopecam, a nonprofit that uses technology to connect young cancer patients with their friends at school. Ten years later, Len's fight against childhood cancer rose to a new level. He qualified as a solo competitor in Race Across America, a 3,000-mile bicycle race that traverses scorching deserts and 11,000-foot mountain elevations. As Len fought to finish the race is just 12 days, an all-volunteer crew supported him around the clock. What Spins the Wheel is a true story about fatherhood and fortitude, business grit and growth ? and the power of combining the right mission with the right team to help others.

Welcome to Corporate Life. The NEW Employee Manual is not your Dad's or Mom's employee manual. It's the new playbook for corporate survival, fitting today's realities and the challenges facing employees who join or work in large, seemingly successful companies. Those companies already issued very specific and detailed employee manuals covering everything under the sun except how to compete well in our brave new world. The NEW Employee Manual will help you navigate the Corporate (with a capital C) labyrinth. Where Corporate's manual shapes you into a dutiful cog for the good of the machine, ours helps you enhance your career for the good of, well, you ...

and your company. The NEW Employee Manual should make you feel skeptical: skeptical of empty slogans, obsolete rituals, obsessive pursuits, and bigwigs' playbooks that no longer work. That alone should be worth this book's price. Skepticism, you see, is a good thing, because it is only the skeptic, only the free-thinker, only the maverick, who asks new questions and finds useful answers. So, are you a maverick or a cog?

New startups are created every day around the world, with many founders dreaming of millions of users and billions of dollars. But the harsh reality is that very few will succeed. How can entrepreneurs stack the odds in their favor? By learning from the experiences of startup founders, executives, and investors who've been there before. That's exactly what "How to Start a Startup" provides, sharing essential lessons from 25+ Silicon Valley insiders who've faced the challenges of starting a new business and come out swinging. Based on a Stanford University course taught by Y Combinator (the prestigious startup accelerator behind companies like Dropbox and Airbnb), this in-depth reference guide features advice from experts like: - Reid Hoffman, LinkedIn co-founder - Dustin Moskovitz, Facebook co-founder - Paul Graham, Y Combinator co-founder - Marc Andreessen and Ben Horowitz, co-founders of Netscape and Andreessen Horowitz venture capital firm - Peter Thiel, co-founder of PayPal and Founders Fund, early Facebook investor - Ben Silbermann, Pinterest co-founder and CEO Nominated as "Book of the Year" by Product Hunt (the leading Silicon Valley community for discovering the best new products), "How to Start a Startup" reveals the secrets to raising money, building products users love, hiring a great team, getting press coverage, attracting customers, growing your business, and more. No matter what type of product you're creating (web, mobile, hardware, online-to-offline, etc.) or what audience you're targeting (consumers or the enterprise), this playbook will give you all the information necessary to launch and scale a successful startup. This book was created independently by the publishers and all net proceeds will go to support charitable causes promoting wider access to opportunity for all.

New York Times Bestseller "I want to rip out every page of this glorious book and hang them on my wall so that I can be surrounded by these incredible women all day long." —Emma Straub, New York Times bestselling author of *The Vacationers* and *Modern Lovers* Over 100 exceptional and influential women describe how they embraced their creative spirit, overcame adversity, and sparked a global movement of entrepreneurship. Media titans and ceramicists, hoteliers and tattoo artists, comedians and architects—taken together, these profiles paint a beautiful picture of what happens when we pursue our passions and dreams.

Turn Ordinary Responsibility Into Extraordinary Leadership Whether you were born with a talent for leadership or had leadership thrust upon you, the success of your business depends on you. With insights from over 20 contributors, entrepreneurs, and thought leaders, *Entrepreneur Voices on Effective Leadership* will help you: Define the leadership style that fits you best Grow your business by inspiring your employees Take initiative and lead effectively in any position Earn trust from team members with empathy Develop leaders from within your staff Avoid mistakes that could ruin your reputation Reinvent yourself and your culture after a crisis Plus, gain insider tips from exclusive interviews with Kodak's former CMO Jeffrey Hayzlett, former NFL linebacker Matt Mayberry, and social entrepreneurship advocate and author Jason Haber.

What Can You Pitch in 60 Seconds? Whether you're facing funding sharks or angel investors, we've got the keys to crafting that perfect pitch to help you secure the funds you need to launch your startup, build your business, and achieve your entrepreneurial dreams. In this new edition of the Entrepreneur Voices series, entrepreneurs, venture capitalists, and experts from both sides of the board roam present the game-winning strategies and deal-closing tactics you need to succeed. Dive in and learn how to: Build a business model and financial plan for your new venture Make a great first impression and sell your idea in 60 seconds Connect with the investors most likely to finance your business idea Craft a slide deck that will catch and keep venture capitalists' attention Prepare for on-the-spot questions in the board room See every "No" as an opportunity to find the perfect "Yes" Plus, gain exclusive insights from stars you've seen on Shark Tank, Planet of the Apps, Entrepreneur Elevator Pitch, and more!

This is the complete, up-to-date guide to creating a successful new venture. Using real-life examples, it helps you assemble every piece of the puzzle: you, your team, your opportunity, your business concept and revenue model, your resources, and your successful launch, execution, and growth. The authors illuminate entrepreneurial mindsets, motivation, attitudes, and leadership, and cover the entire process of starting a company, from idea through your first four years of operations. You'll learn how to recognize, define, test, and exploit opportunities; transform ideas into revenue models that earn sustainable value; demonstrate viability to funders; establish a strong ethical and legal foundation for your concept; and build a thriving team to execute on it.

Differences That Make A Difference written by Pedro David Espinoza and Jorge Luis Titinger highlights the importance of inclusion, belonging, and diversity for companies to innovate. Thank you!

Why aren't the great, qualified women already in tech being hired or promoted? Should people who don't fit in seek to join an institution that is actively hostile to them? Does the tech industry deserve women leaders? The split between the stated ideals of the corporate elite and the reality of working life for women in the tech industry—whether in large public tech companies or VC-backed start-ups, in anonymous gaming forums, or in Silicon Valley or Alley—seems designed to crush women's spirits. Corporate manifestos by women who already fit in (or who are able to convincingly fake it) aren't helping. There is a high cost for the generation of young women and transgender people currently navigating the harsh realities of the tech industry, who gave themselves to their careers only to be ignored, harassed and disrespected. Not everyone can be a CEO; not everyone is able to embrace a workplace culture that diminishes the contributions of women and ignores real complaints. The very culture of high tech, where foosball tables and endless supplies of beer are de facto perks, but maternity leave and breastfeeding stations are controversial, is designed to appeal to young men. Lean Out collects 25 stories from the modern tech industry, from people who fought GamerGate and from women and transgender artists who have made their own games, from women who have started their own companies and who have worked for some of the most successful corporations in America, from LGBTQ women, from women of color, from transgender people and people who do not ascribe to a gender. All are fed up with the glacial pace of cultural change in America's tech industry. Included are essays by Anna Anthropy, Leigh Alexander, Sunny Allen, Lauren Bacon, Katherine Cross, Dom DeGuzman, FAKEGRIMLOCK, Krys Freeman, Gesche Haas, Ash Huang, Erica Joy, Jenni Lee, Katy Levinson, Melanie Moore, Leanne Pittsford, Brook Shelley, Elissa Shevinsky, Erica Swallow, and Squinky. Edited and selected by entrepreneur and tech veteran Elissa Shevinsky, Lean Out sees a possible way forward that uses tech and creative disengagement to jettison 20th century corporate culture: "I've figured out a way to

create safe space for myself in tech,” writes Shevinsky. “I’ve left Silicon Valley, and now work remotely from home. I adore everyone on my team, because I hired them myself.”

Everything You Need to Know About Managing Your Team As a manager, you tend to walk a tightrope with executives on one side and employees on the other. But while managing personalities, team dynamics, and company culture aren't your only responsibilities, they are vital to the well-being of any company. To help you boost productivity and find the right management style for you, the staff of Entrepreneur helps you tap into the expertise of over 20 contributors and learn how to: Delegate the right jobs to the right people Decentralize management and boost employee productivity Promote accountability with remote and in-house staff Motivate your team with radical candor and genuine appreciation Create a culture that fits your brand and management style Supervise a staff without breathing down people's necks Plus, get an inside look at the management styles of Karim Abouelnaga, founder and CEO of Practice Makes Perfect, Dr. Riaz Khadem, founder of Infotrac and author of Total Alignment, Chung-Man Tam, CEO of Homesuite, and Glenn Llopis, chairman of the Glenn Llopis Group and author of The Innovation Mentality.

Build the Career of Your Dreams Are you on the edge of a career burnout? Do you feel bored or uninspired by your business? Have you been thinking about that next step but are too afraid to take it? You are not alone. In this book, more than 30 successful entrepreneurs and career experts lift the veil on what it takes to rise the ranks in your company, build a successful side gig, and set up your business for success. Divided into four parts and packed with game-changing insights, real-world stories, and spot-on advice, Entrepreneur Voices on Careers is the ultimate choose-your-own-adventure guide to help you: Make the career move that best fits your goals and lifestyle Build a multimillion-dollar side hustle while working your 9-to-5 Climb the corporate ladder with an entrepreneurial mindset Take the leap from part-time gig to full-time business owner Leverage your current skills to succeed in a brand-new industry Plus, read exclusive interviews and #DearEntrepreneur letter responses from coaches, founders, and executives who have seen it all.

Best-selling brand expert Marty Neumeier shows you how to make the leap from a company-driven past to the consumer-driven future. You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment. In the 13 years since Neumeier wrote *The Brand Gap*, the influence of social media has proven his core theory: “A brand isn't what you say it is – it's what they say it is.” People are no longer consumers or market segments or tiny blips in big data. They don't buy brands. They join brands. They want a vote in what gets produced and how it gets delivered. They're willing to roll up their sleeves and help out—not only by promoting the brand to their friends, but by contributing content, volunteering ideas, and even selling products or services. At the center of the book is the Brand Commitment Matrix, a simple tool for organizing the six primary components of a brand. Your brand community is your tribe. How will you lead it?

The inspirational business story of Huawei: how to grow from start up to world leader in two decades... With over 170,000 employees in more than 170 countries and regions, serving more than one-third of the world's population, how does entrepreneur Ren Zhengfei manage a telcoms giant called Huawei? What is the secret to Huawei's global success? In 1987, a 44-year-old man founded a telecom equipment-trading firm in Shenzhen, China, with start-up capital of \$5,000. In 29 years, it grew to become the largest telcoms company in the world. This book goes behind the scenes to explore the story of what Ren Zhengfei did differently, how the company he started reached the top spot, and why Huawei is known as a "collective" and not a private company: Learn how this Chinese start up business became an international success Understand the business strategy, leadership skills and management philosophy of

Huawei's entrepreneurial founder Get tips, inspiration and motivation for your own business start-up. 14 years of meticulous research and 136 senior management and employee interviews reveal how Huawei's international business success lies in its ability to transform the intellectual elite into a band of soldiers with the same set of values and resolve, while at the same time preventing a culture of subservience. This fascinating story provides a unique glimpse into the machinations of one of the world's most powerful companies. "The company serves as an example for many Chinese entrepreneurs striving to go global, and also presents valuable lessons for Western companies striving to integrate Eastern and Western values and ways of looking at business." - Co-author David De Cremer, KPMG Professor of Management Studies at Cambridge Judge Business School

The Awakened Company comes at a time of crisis in the business world, as evidenced by the most recent financial meltdown, which was a cry for help from a bipolar boom-bust business model that's failing. Those in the know in the business world are coming to the realization this is no longer sustainable. The Awakened Company is a landmark reflection on business that offers practical examples from companies, communities, and academic authorities who are taking commerce to an awakened level. The depth, scope, and practicality of The Awakened Company sets it apart from other books in the field. The book's premise is that work isn't separate from life, and the metrics for success in business need to change at a fundamental level if the world is to transcend its present crises. There is another way of doing business, and a shift in our behaviors could in very short order bring prosperity to the entire planet. The Awakened Company's three pivotal focuses address how businesses can become energizing, sustaining, and regenerating. The book shows how to shift not only some of a company's personnel but entire organizations into an exciting new mode that's creative, sustainable, and responsive.

Learn to unlock the potential of your employees and colleagues with this definitive resource for people management People Strategy: How to Invest in People and Make Culture Your Competitive Advantage provides readers with a powerful framework in which to develop high-performing teams, increase employee motivation, and use data to build an inviting and effective company culture. Author Jack Altman, cofounder and CEO of Lattice, an award-winning HR and performance management platform, shows you how to: Establish the values that will form the bedrock of your organization Develop feedback processes that help employees feel heard, supported, and equipped to succeed Monitor the breadth and depth of employee engagement in your company Use the data and insights created by your People Strategy to drive business results Perfect for executives, managers, and human resource professionals, People Strategy also belongs on the bookshelves of anyone with even an interest in how to develop, nurture, and unlock the potential of their employees and colleagues. Your possibilities for success are endless. Success is a shapeshifter. Its form changes with the wind, and it cannot be caught or tamed. Often, it feels utterly unattainable. But rather than putting "success" in a box, claiming there's only one path to achieve it, Napoleon Hill has proven in his work that the one thing you really need to succeed is simple: You. Napoleon Hill's Success Masters is your blueprint to discover the winner inside you and earn the success you desire—with essays from motivational powerhouses including Napoleon Hill alums like Paul Harvey, W. Clement Stone, Henry van Dyke, Dr. Norman Vincent Peale, and Earl Nightingale. Dive in and learn how to: Master yourself with a positive mindset and a winner's habits Create a problem-solving model that works for you in any situation Harness the sales pitch that will transform your business Turn your day-to-day obstacles into opportunities for growth Stay strong through every setback by focusing on moving forward Make stronger decisions with curiosity, creativity, and confidence Develop an action plan to improve your productivity Maximize every hour, even while waiting, driving, or sleeping Plus, work between the lines, along the margins, and beyond the pages with personal development checklists, exclusive

action items, and more from the experts at Entrepreneur.

Embrace Diversity and Thrive As An Organization In the rapidly changing business landscape, harnessing the power of diversity and inclusion is essential for the very viability and sustainability of every organization. Talent who feel fully welcomed, valued, respected, and heard by their colleagues and their organizations will fuel this growth. We will only succeed in this transformation if those in leadership pivot from command and control management styles to reinvent how we look at people, every organization's greatest asset. It's also critical that we build systems that embrace diversity in all its forms, from identity and background to diversity of thought, style, approach, and experience, tying it directly to the bottom line. Inclusion: Diversity, the New Workplace & the Will to Change stands up and embraces what true diversity and inclusion represent to any organization in any industry-an opportunity. Open your heart and prepare to be inspired as award-winning entrepreneur, dynamic speaker, and respected diversity and inclusion expert Jennifer Brown shares proven strategies to empower members of your entire organization to utilize all of their talents and potential to drive positive organizational change and the future of work.

What's Your Green Goldfish is based on the simple premise that employees are the key drivers of customer experience and that "Happy Employees Create Happy Customers." The book focuses on 15 different ways to drive employee engagement and reinforce a strong corporate culture. It's the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, *What's Your Purple Goldfish*. Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach called marketing g.l.u.e. (marketing by giving little unexpected extras). The book is based on the findings of the Green Goldfish Project, an effort which crowd sourced 1,001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled with over 200 examples. PRAISE FOR WHAT'S YOUR GREEN GOLDFISH "Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders.

Stakeholders aren't always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life." - Brian Solis, author of *What's the Future of Business #WTF*, *The End of Business as Usual* and *Engage* "So often overlooked, and so very vital to building company value... empowering employees to support each other and the brand. Stan Phelps 'gets' it and Green Goldfish will walk you step-by-step though achieving this critical goal." - Ted Rubin, author of *Return on Relationship* "Great customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference." - Chris Zane, Founder and President of Zane's Cycles, author of *Reinventing the Wheel*, *The Science of Creating Lifetime Customers* "Stan Phelps takes customer service to a whole new level by focusing on EMPLOYEE service, and how to do well by your employees - so they take care of your customers. Packed with stories, insights and R.U.L.E.S. any company can follow, this book is a must-read for managers of companies of all shapes and sizes who know that employees don't leave jobs - they leave managers, especially when they don't feel your love and appreciation. Pick this up, and start engaging your team and making more GREEN - Phil Gerbyshak, author of *The Naked Truth of Social Media* "Our large-scale research shows unequivocally that engaged employees are more likely to work longer, try harder, make more suggestions for improvement, recruit others to join their company, and go out of their way to help customers. They even take less sick time. Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book." - Bruce Temkin, author of *The Six Laws of Customer Experience* "Too often, the actual employment experience delivered on the job does not measure up to the version sold to job

candidates during the interview process. In *What's Your Green Goldfish*, Stan Phelps offers 15 ways to close the gap." - Steve Curtin, author of *Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary* (AMACOM, June 2013) "In *What's Your Green Goldfish*, Stan Phelps brilliantly applies the idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some of the ideas to work, and soon you'll be reaping more 'green' from your customers." - Bob Thompson, Founder and CEO, CustomerThink Corp. A deeply researched warning about how the digital economy threatens artists' lives and work—the music, writing, and visual art that sustain our souls and societies—from an award-winning essayist and critic There are two stories you hear about earning a living as an artist in the digital age. One comes from Silicon Valley. There's never been a better time to be an artist, it goes. If you've got a laptop, you've got a recording studio. If you've got an iPhone, you've got a movie camera. And if production is cheap, distribution is free: it's called the Internet. Everyone's an artist; just tap your creativity and put your stuff out there. The other comes from artists themselves. Sure, it goes, you can put your stuff out there, but who's going to pay you for it? Everyone is not an artist. Making art takes years of dedication, and that requires a means of support. If things don't change, a lot of art will cease to be sustainable. So which account is true? Since people are still making a living as artists today, how are they managing to do it? William Deresiewicz, a leading critic of the arts and of contemporary culture, set out to answer those questions. Based on interviews with artists of all kinds, *The Death of the Artist* argues that we are in the midst of an epochal transformation. If artists were artisans in the Renaissance, bohemians in the nineteenth century, and professionals in the twentieth, a new paradigm is emerging in the digital age, one that is changing our fundamental ideas about the nature of art and the role of the artist in society.

At the age of nineteen, high school diploma in hand, Leonard Gentine knew two things: he wanted to own a family business that would pass from generation to generation, and he wanted to spend the rest of his life with Dolores Becker, a girl he'd met on a blind date. For Leonard, life didn't prove that simple. This biography, told from the viewpoint of four generations of the Gentine family, places the reader in Leonard's shoes as he advances from young man to old age and discovers life's foundational lessons. Along the way, he endures outstanding debts, disappointments, and a collection of small businesses, all with Dolores at his side. It's an inspirational story of perseverance, personal integrity, and a mind-set of always doing the right thing—as painful as that may be in the short term. *TREATED LIKE FAMILY* details the development of Sargento—a nationally recognized cheese company and household name. At the same time, it's a timeless story that showcases the importance of the individual and how a family united in a single purpose within the right culture is unstoppable. Tom Faley invites the reader into the lives of the Gentine family and the men and women they hired, deftly weaving a story grounded in over 180 interviews—the collective voices of the company's employees, retirees, and friends. *TREATED LIKE FAMILY* offers a rare glimpse into the creative mind of an innovator and entrepreneur and underscores the rewards for all of us when we maintain our humanity toward one another: When one person motivates others to pull together, at times facing unspeakable odds, he is able not only to change their lives but to alter history.

. . . the four books comprising the series would certainly be a valuable addition to any entrepreneurship library. However, each book also stands alone as an individual purchase. Lorraine Warren, *International Journal of Entrepreneurial Behaviour and Research* The book delivers what it promises: a map of the uses of narrative methods in entrepreneurship studies. It is both an interesting contribution to the field and an important methodological handbook for all entrepreneurship researchers who are thinking of adopting qualitative methods in their inquiries. However, it may also be read with advantage by other researchers using

ethnography as their main methodological approach to social studies. . . The aim of the book is to show how narratives can enrich entrepreneurship studies, a goal that in my opinion is aptly fulfilled. Monika Kostera, *Scandinavian Journal of Management* . . . the contributors in this text breathe fresh and imaginative linguistic resources and narrative/discursive frames of reference into the inquiry of entrepreneurial activities. The anecdote, the narrative, the metaphorical, the discursive and the dramaturgical are significant therefore, not only because they bring to the surface voices, emotions, processes and the relationality of (everyday) entrepreneurial activity that have possibly been previously silenced. But also, to paraphrase Steyaert, these approaches highlight the controversial and interactive aspects of the research process. . . The text is welcome because it treats narrative in a serious and scholarly way. Denise Fletcher, *International Small Business Journal* In their edited book *Narrative and Discursive Approaches in Entrepreneurship*, Daniel Hjorth and Chris Steyaert provide a fascinating glimpse into a perspective on entrepreneurship that will be enlightening for many readers. Entrepreneurship authors typically talk about theory, methods, and data as if a straight-forward linear process united them all, and making sense of entrepreneurship was simply a matter of knowing how to interpret one's findings . By contrast, the authors in this volume propose narrative and discursive approaches in which the contributing authors emphasize rich description, reflexive conceptualization, and interpretations offered as part of the story itself. They draw upon an international set of cases, including Russia, Sweden, Denmark, Norway, Venezuela, and North America. The cases themselves make for fascinating reading, quite apart from what we learn about the difficulties of imposing a particular interpretation on a given story. For example, taxi drivers in Caracas, management consultants in Denmark, and women entrepreneurs in northern Norway all make for fascinating narratives from which to understand the entrepreneurial process. Unlike many edited books which have no plot , the editors have included opening and closing sections that link the chapters, offer alternative readings of them, and propose new and expansive ways of thinking about entrepreneurship. Howard Aldrich, University of North Carolina at Chapel Hill, US Daniel Hjorth and Chris Steyaert set out to advance the study of entrepreneurship by refocusing the lens of discovery from economics, management and marketing to other paradigmatic stances in social sciences and humanities like anthropology and literary studies. The result is a provocative collection of chapters that inspire the reader to consider and explore new ideas and research practice that incorporate both the context and place of entrepreneurship. From the perceptive insights of the editors to the rigorous and provocative discourse of the chapters and thoughtful responses in the conclusion emerges a story, in the best of storytelling tradition, about how a linguistic turn can rouse new insights. The editors ask, how do these texts move you? they entice, provoke, challenge, stimulate and guide. Their implications should be far reaching and required reading for any student of t

This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives

on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work.” Gina O’Connor, Professor of Innovation Management at Babson College, USA “This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique “must-read” book because it goes beyond theory and provides practical examples.” Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures.” Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

What if the secret to being a successful entrepreneur had nothing to do with your business plan, resources, market size, or strategy? If your success or failure weren't dependent on how much money you have, where you grew up, or the level of education you received? Here's the truth: the difference between success and failure is right between your ears. A big, hairy beast stands between you and success. Your fears, your doubts, and every negative thought you have about yourself manifest as Mr. Monkey-and he'll exploit them ruthlessly to sabotage you and destroy your dreams. In Mr. Monkey and Me, business leader, Mike Smerklo, lays bare his broad range of experiences and mistakes, as well as lessons he's learned from renowned entrepreneurs. Using the SHAPE formula-Self, Help, Authenticity, Persistence, and Expectations-this smart and irreverent anti-memoir gives readers an actionable approach to mental toughness that will help any entrepreneur start, grow, and run a successful business.

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