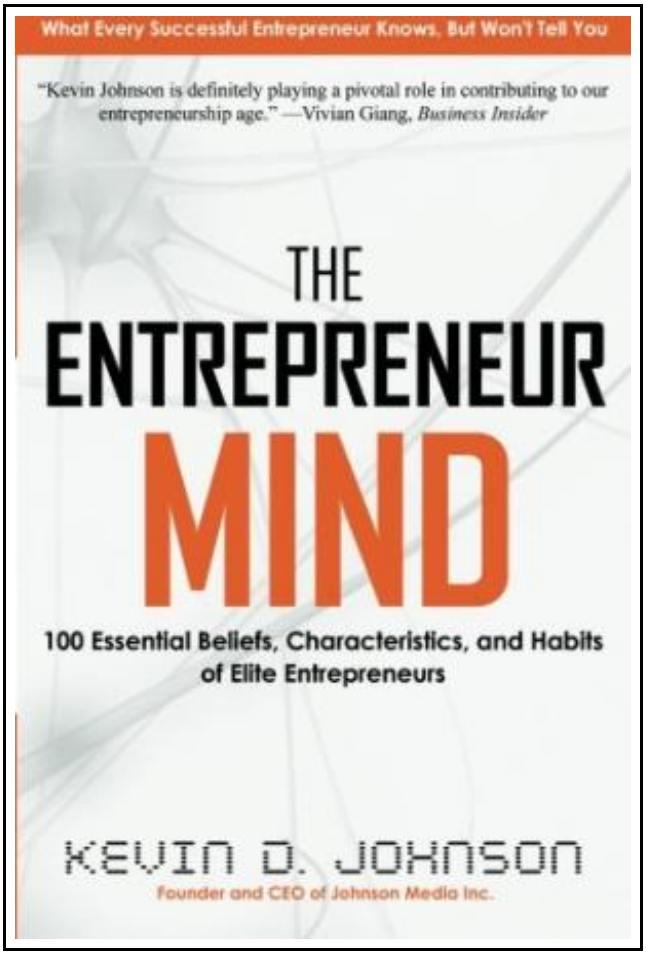
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Johnson Media Inc., United States, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.To achieve unimaginable business success and financial wealth-to reach the upper echelons of entrepreneurs, where you ll find Mark Zuckerberg of Facebook, Sara Blakely of Spanx, Mark Pincus of Zynga, Kevin Plank of Under Armour, and many others-you have to change the way you think. In other words, you must develop the Entrepreneur Mind, a way of thinking that comes from learning the vital lessons of the best entrepreneurs. In a praiseworthy effort to distill some of the most important lessons of entrepreneurship, Kevin D. Johnson, president of multimillion-dollar company Johnson Media Inc. and a serial entrepreneur for several years, shares the essential beliefs, characteristics, and habits of elite entrepreneurs. Through the conviction of his own personal experiences, which include a life-changing visit to Harvard Business School, and the compelling stories of modern-day business tycoons, Johnson transforms an oftentimes complex topic into a lucid and accessible one. In this riveting book written for new and veteran entrepreneurs, Johnson identifies one hundred key lessons that every entrepreneur must learn in seven areas: Strategy, Education, People, Finance, Marketing and Sales, Leadership, and Motivation. Lessons include how to think big, who makes the best business partners, what captivates investors, when to abandon a business idea, where to avoid opening a business bank account, and why too much formal education can hinder your entrepreneurial growth. Smart and insightful, The Entrepreneur Mind: 100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs is the ultimate primer on how to think like an entrepreneur. ADVANCE PRAISE Kevin Johnson is definitely playing a pivotal role in contributing to our entrepreneurship age. -Vivian Giang, reporter, Business Insider Kevin Johnson has written a phenomenal book that...

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