



Loco por emprender: Desafía las normas convencionales (Spanish Edition)

Linda Rottenberg

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Bestseller de *The New York Times*. Por Linda Rottenberg, cofundadora y CEO de Endeavor

***Loco por emprender* combina historias inspiradoras, investigación original y consejos prácticos para crear un plan de acción de negocios y crecer ¡a lo grande!**

Hoy en día, tomar riesgos no es sólo para los que han dejado la escuela en busca de algo más grande. Ya sea que trabajes en una multinacional, en una ONG o que seas padre o madre de tiempo completo, todo el mundo necesita pensar y actuar como un emprendedor. Es necesario ser ágiles, adaptables, atrevidos -incluso un poco locos- si no queremos rezagarnos.

Pero, ¿cómo tomar riesgos inteligentes sin arriesgarlo todo? Con más de dos décadas de experiencia, Linda Rottenberg te revela las múltiples estrategias que ha desarrollado como CEO y cofundadora de Endeavor - una organización líder en el mundo y sin fines de lucro que apoya a emprendedores que han tenido un rápido crecimiento-, incluyendo el tan codiciado *Endeavor 8* (el conjunto de las mejores prácticas, las lecciones clave y aquellos momentos de alto impacto que cambiarán el rumbo de tu empresa).

Loco por emprender profundiza en el trabajo de emprendedores icónicos como Walt Disney y Estée Lauder, y revela cómo las compañías MTV, General Electric y Burberry lograron el éxito al romper con las normas establecidas e implementar una mentalidad de emprendedor.

Linda Rottenberg afirma:

"Todos los días conozco personas con un sueño. Tal vez eres mesero y fantaseas con abrir tu propia cafetería; tal vez decidiste no ir a la universidad y anhelas empezar tu propia línea de diseño; quizá estás sentado en tu cubículo haciendo una lluvia de ideas sobre cómo mejorar tu empresa. Tienes un sueño pero no sabes cómo hacerlo realidad. O quizá ya has puesto en marcha tu sueño pero no sabes cómo llevarlo al siguiente nivel. Este libro te enseñará el camino."

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