



Entrepreneurial Excellence: Profit from the Best Ideas of the Experts

Richard J. Goossen

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- * The spirit of enterprise from Larry Farrell, whose company has trained nearly 1,000,000 entrepreneurs.
- * The entrepreneurial mindset from Rita Gunther McGrath, a professor at Columbia University's Lang Centre for Entrepreneurship.
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The experts interviewed provide advice to the leading companies in the world. Now you can get the same advice--the insiders' secrets--at a fraction of the cost and in an easy-to-understand format.

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