



Pivot: How Top Entrepreneurs Adapt and Change Course to Find Ultimate Success

Remy Arteaga, Joanne Hyland

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A proven approach to achieving entrepreneurial success in new corporate ventures and startups

Every day, business and corporate startups take action based on assumptions. Yet these assumptions are based largely on guesswork that leads to everything from costly mistakes to the failure of ventures. Fortunately, there are ways to overcome these issues and excel in your business endeavors—and this book will show you how.

Engaging and informative, *Pivot* provides entrepreneurs with practical guidance for achieving success in corporate ventures as well as new startups. Based on more than fifteen years of academic research and many more years of experience in business and corporate startups, this book skillfully addresses topics ranging from resources and organizational uncertainties to the scope and scale of new business opportunities.

- Reveals how to successfully conceptualize new business opportunities, pivot as required to experiment with these opportunities, and accelerate to the marketplace
- Captures the capabilities needed to quickly build a business by understanding and systematically reducing uncertainties from market landscape and technology to talent and organizational positioning
- The digital component of this book includes a world-class strategic innovation methodology that is in demand from corporations worldwide

Written with today's serious entrepreneur in mind, *Pivot* will provide you with the tools you'll need to get ahead of the competition and achieve consistent success.



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Charles Beaudoin:

A lot of people always spent their particular free time to vacation as well as go to the outside with them household or their friend. Do you realize? Many a lot of people spent many people free time just watching TV, or even playing video games all day long. If you need to try to find a new activity honestly, that is look different you can read a new book. It is really fun for you personally. If you enjoy the book you read you can spent all day long to reading a e-book. The book Pivot: How Top Entrepreneurs Adapt and Change Course to Find Ultimate Success it is quite good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. If you did not have enough space to create this book you can buy often the e-book. You can m0ore very easily to read this book from your smart phone. The price is not too expensive but this book features high quality.

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