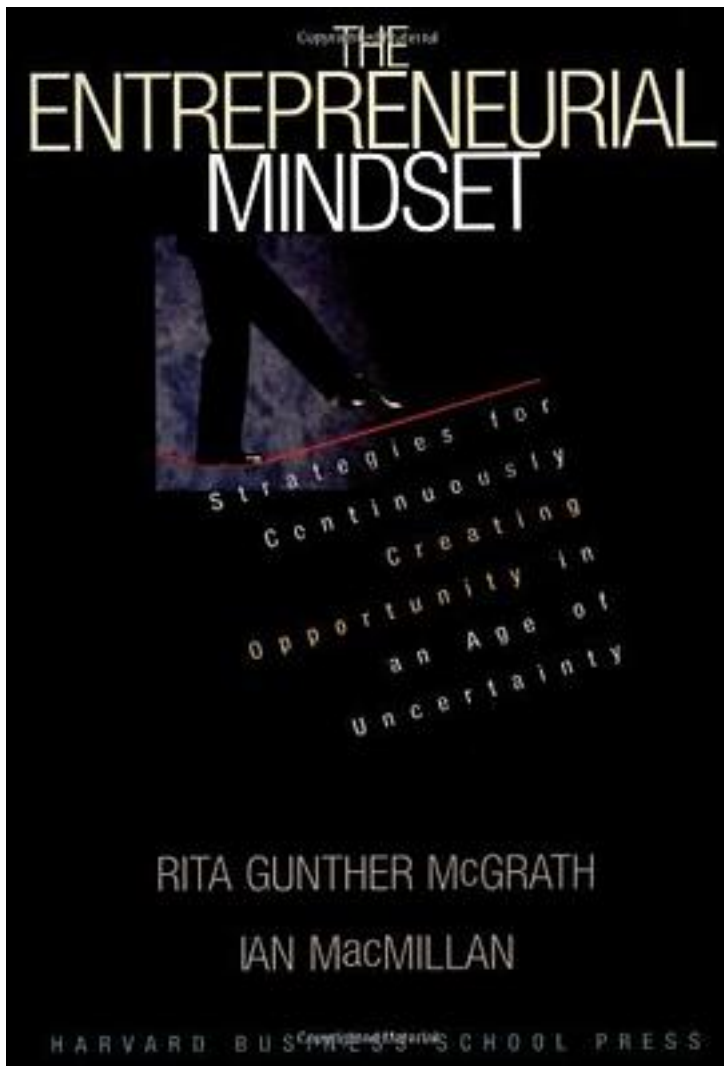


# The Entrepreneurial Mindset



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著者:Rita Gunther McGrath

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## Book Description

### A Blueprint for Building Entrepreneurial Organizations

Nobody needs to tell you that in the new economy, managers using conventional strategies are losing out to smart, fast, entrepreneurial competitors who move on ideas others overlook and who confidently act while others dither. Are the managers of leading companies simply doomed to let this happen? Not at all, argue Rita Gunther McGrath and Ian MacMillan. The fundamental problem is that the tools, training, and conceptual frameworks that work for business-as-usual can't, and don't, work when your main challenge is to bury old business models and aggressively create completely new ones. To succeed, today's strategists need the thought process and discipline that are second nature to successful entrepreneurs. The Entrepreneurial Mindset offers a refreshingly practical blueprint for thinking and acting in environments that are fast-paced, rapidly changing, and highly uncertain. It provides both a guide to energizing the organization to find tomorrow's opportunities and a set of entrepreneurial principles you can use personally to transform the arenas in which you compete.

Using lessons drawn from leading entrepreneurs and entrepreneurial companies, The Entrepreneurial Mindset presents a set of practices for capitalizing on uncertainty and rapid change. Like McGrath and MacMillan's bestselling Harvard Business Review articles, such as "Discovery-Driven Planning," the book provides simple but powerful ways to stop acting by the old rules and start thinking with the discipline of habitual entrepreneurs.

The Entrepreneurial Mindset will show you how to:

- \* Eliminate paralyzing uncertainty by creating an entrepreneurial frame that shapes a shared understanding of what is to be accomplished and what would be worthwhile
- \* Create a richly stocked opportunity register in which you mobilize great ideas for redesigning existing products, finding new sources of differentiation, resegmenting existing markets, reconfiguring market spaces, and seizing the huge upside potential of breakthroughs
- \* Build a dynamic portfolio of businesses and options that continuously move your organization toward the future
- \* Execute dynamically your ideas so that you can move fast, with confidence and without undue risk
- \* Develop your own way of leading with an entrepreneurial mindset to create a vibrant entrepreneurial climate within your organization

The Entrepreneurial Mindset is about succeeding in an unpredictable world. It will help everyone from independent entrepreneurs to managers of large corporations develop insights that others overlook and act on them to build the truly entrepreneurial organizations of the future.

作者介绍:

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## 标签

创业

Entrepreneurship

战略

startup

管理

思维

创新

F-Business-Administration-工商管理学

## 评论

国内出版社真是不识货啊，这本全美商学院必选的经典商业书籍竟然没有中文版！

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Entrepreneurship project reference book

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虽然我目前看过的实业家的书还不多，但我也可以说这本的深度或者鼓动性不行

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书评

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