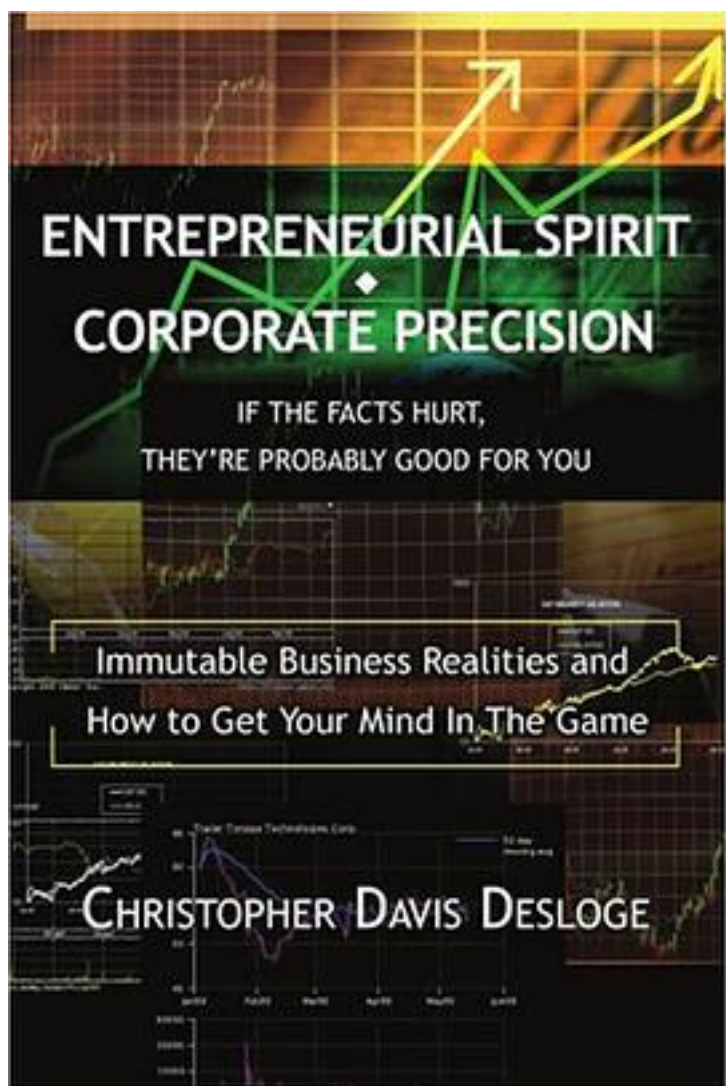


Entrepreneurial Spirit Corporate Precision



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著者:Desloge, Christopher Davis

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Asked of many business owners how they deal with financial stress, the answer mostly is "keep working." Asked how they deal with personal stress at the family level, the answer mostly is either "ignore the financial stress," "play hard," or "keep working." I have asked many owners if I understand this correctly: That the answer to business and stress improvement is to keep working, ignore the financial stress, play hard and keep working. To which I usually get either a laugh or a sigh in recognition of just how stupid that is. Once they realize that the root of the improvement opportunity is not to keep working and ignore the stress, but rather is in honestly isolating problems and actively searching for solutions that have a direct, meaningful, positive, immediate and certain outcome to improve the business. "Entrepreneurial Spirit Corporate Precision" provides an important and livable roadmap including facing facts, becoming deliberate, managing stress and improving business performance, all from the personal perspective. In order to actively calm down, purposely diminish anxiety, and to deliberately manage non-productive thoughts, it is important to understand the power of converting obstacles into opportunities.

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