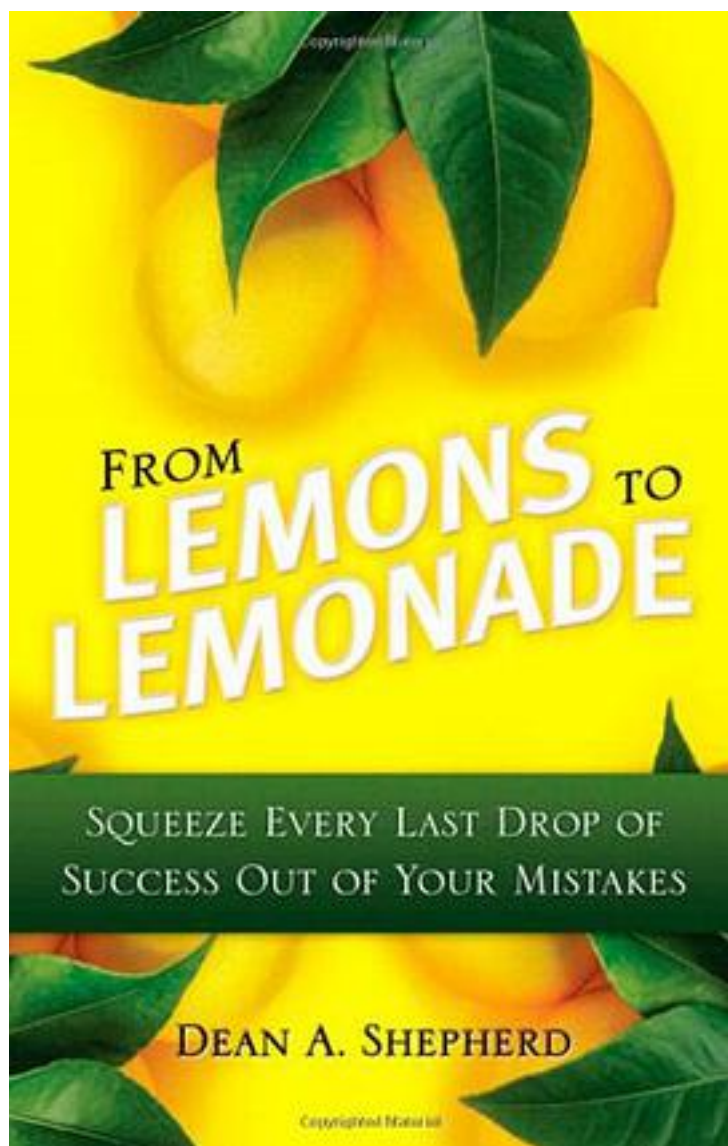


From Lemons to Lemonade



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出版者:Financial Times/ Prentice Hall

出版时间:2009-4-15

装帧:Hardcover

isbn:9780131362734

We all fail. And when it happens to you, someone's certain to point out that you can learn more from your failures than your successes. But learning from failure isn't automatic, or instantaneous. It requires very specific emotional and rational skills. You can learn those skills from this book. Drawing on leading-edge research with hundreds of entrepreneurs who have experienced both failure and success, *From Lemons to Lemonade* offers powerful strategies and practical techniques for managing the emotions generated by failure, so failure becomes less painful, learning happens faster, and you grow as much as possible from the experience. Dr. Dean Shepherd shows how to clarify why you failed, so you can walk away with insights you can actually use...helps you discover when to "pull the plug" on a failure in progress, so it won't last longer or feel even worse than necessary...shows how to eliminate secondary stresses that aggravate failure or make it more likely...helps you maintain your commitment to excellence even when you know that repeated project failure is likely...helps you master the self-compassion and self-caring you deserve in times of trouble. Let's face it: failing is never easy. But *From Lemons to Lemonade* will help you make it less painful and more useful and help you move from failure to success far more rapidly.

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