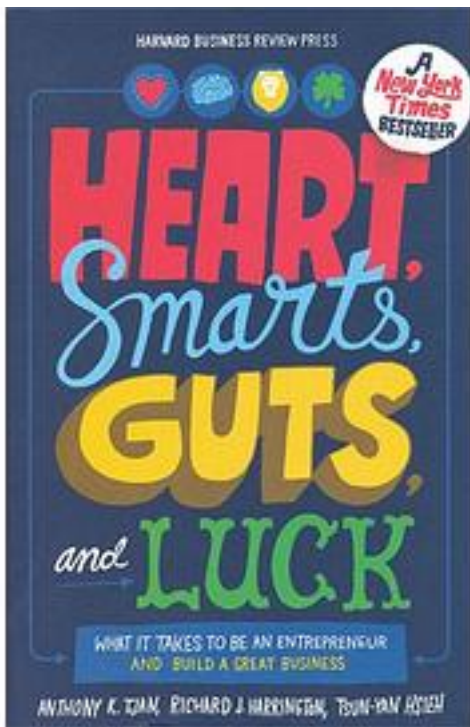


# Heart Smarts Guts and Luck



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著者:Tjan, Anthony K.; Harrington, Richard J.; Hsieh, Tsun-Yan

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A playbook for entrepreneurs, with assessments and stories from highly renowned entrepreneurs, this book will help the reader identify, create and realize their own entrepreneurial opportunities perspective and approach that builds positive interest, kinship, and engagement based on difference. What are the defining traits of great entrepreneurs? Do you have what it takes to build a great business? In "Heart, Smarts, Guts, and Luck", three entrepreneurs and advisors-turned-venture capitalists delineate the traits in the title ("HSGL") as absolutely critical. From their work with hundreds of executives and business builders across the globe, the authors found that every one of their subjects-from young founder to sea-soned CEO-possesses these attributes in

some combination. For you, figuring out which trait drives you can lead to a greater awareness in your entrepreneurial profile and help you, and your organization, achieve the success you want. In the book, the authors uncover the fact that no single archetype for entrepreneurial success exists. But by figuring out your HSGL profile, you can develop an awareness of which traits you should "dial up" or "dial down." For those in organizations, to realize the full potential of your group, knowing your HSGL profile can improve your natural leadership style and improve your interactions with others. So are you heart-dominant, like chef Alice Waters or Starbucks' Howard Schultz? Smarts-dominant, like Jeff Bezos of Amazon? Guts-dominant, like Virgin's Richard Branson or Nelson Mandela? Or do you carry the luck trait, like Tony Hsieh of Zappos admits to leveraging to reach his success? In "Heart, Smarts, Guts, and Luck", the Entrepreneurial Aptitude Test (EAT) will help determine your profile. Also, the book provides additional tools and inspiration to offer a digestible, practical, useful, and engaging read. Readers will gain a greater understanding of what entrepreneurs are made of, and will walk away with a series of business-building lessons they can apply in their situations.

作者介绍:

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评论

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书评

This book can really help us know who we are. If we want to be a founder, this book can help us know what kind of persons we want to find to build a mutual-beneficial team.

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