



The Entrepreneur's Edge: Entrepreneurial Thinking and the Mind/Business Connection (Paperback)

By Alex Alexander

Full Spectrum Publishing, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Want a successful business? Get your mind right first. That's the advice of Alex Alexander in his breakthrough book *The Entrepreneur's Edge*. That edge is the skill of entrepreneurial thinking and how fixing your mind can help you accomplish your business goals. Success in business isn't quick and easy, no matter what the get-rich-quick schemes say. It takes knowing your mind and how it works, and identifying the ways it holds you back from making progress. With his step-by-step approach, Alexander teaches readers how to look back over their experiences, determine the habits that block them from attaining their goals, and replace them with new, entrepreneurial habits. *The Entrepreneur's Edge* then guides readers on how to discover their deepest internal source of commitment; the commitment that keeps them motivated when others quit. It shows how to develop the skill of strategic thinking, which is the essential difference between true entrepreneurs and wannabes. It shows how to release their creativity, open their eyes to opportunities that others miss, and how to use business principles and the laws of nature...



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