

Just Start - , Charles Kiefer

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In a world where you can no longer plan or predict your way to success, what is the best way to achieve your goals? Its a daunting question, but todaywhen change seems to be the only constantits one that everyone, from entrepreneurs and managers to newly minted grads, must resolve.The simple answer, say the authors of Just Start: you must act. And then go from there.Written by a trio of seasoned business leadersBabson College President Leonard Schlesinger, organization learning expert Charles Kiefer, and veteran journalist and author Paul B. BrownJust Start draws both from academic research and proven practices in organizations to lay out a simple yet reliable method for moving forward on anything when you are faced with volatility. The key, say the authors, is not only to think differently (much like an entrepreneur would), but to then put that thinking into immediate action to see if you are right. They also explain how smart steps can help move you forward on your path of acting, learning from that action, and building off that learning to create a productive cycle of iteration.Building on an earlier version of the idea embraced by thousands of people to date, Just Start is a proven method to help you achieve your goalswhether you are starting a new project at the office, starting your own company, or starting a new career.Author: Schlesinger, Leonard Author: Kiefer, Charles Publisher: Harvard Business Review Press Illustration: N Language: ENG Title: Just Start Pages: 00200 (Encrypted EPUB) / 00200 (Encrypted PDF) On Sale: 2012-02-28 SKU-13/ISBN: 9781422143612 Category: Business & Economics : Entrepreneurship

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