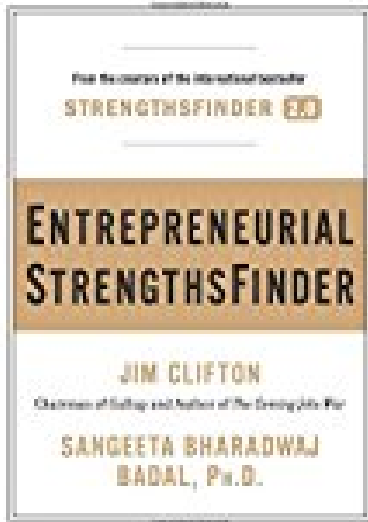


Entrepreneurial StrengthsFinder



BOOK DETAILS

- Author : Jim Clifton
- Pages : 176 Pages
- Publisher : Gallup Press
- Language : English
- ISBN : 1595620826

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BOOK SYNOPSIS

A tool to help mentors, coaches, investors, and entrepreneurs find, engage, and develop the unsung heroes of the global economy. Who has the most innate talent for building and sustaining a business? How can we find these people who are so crucial to the future of the American and global economy? What are the personality characteristics and behaviors that lead to venture formation and success?

Entrepreneurial StrengthsFinder delves into the psychology of the entrepreneur. Gallup research shows that decisions and actions influenced by the personality of the entrepreneur impact the survival and growth of any venture. Gallup Chairman Jim Clifton, author of *The Coming Jobs War*, trumpets the essential role entrepreneurs play in reviving the American and global economy, and Sangeeta Bharadwaj Badal, primary researcher for Gallup's Entrepreneurship and Job Creation initiative, spells out the ten demands of great entrepreneurs, including Know Your Personal Brand and Take on Challenges. With strategies and action items for building successful ventures, the book also features an online test that measures readers' entrepreneurial potential.

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