

《企业升级：21天重燃企业精神 Business Upgrade》

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内容简介

Whilst some companies are able to stay close to their entrepreneurial roots, most do not. This is a major challenge as it is invariably those entrepreneurial beginnings that make a business great in the first place. Too often they are lost in the mire of corporate inefficiency. Passion is swapped for process. Systems replace energy and ideas. Complacency wins over competence. Businesses begin to stagnate and wonder why. What businesses must learn to do is stay as close as possible to the fundamental set of ideas that first made them successful.

Richard Parkes Cordock 's first boo, Millionaire Upgrade introduced the I BELIEVE model to those ready to learn the secrets of being a successful entrepreneur. Now in the follow-up story we see how corporations and businesses of all sizes simply cannot afford to disregard the principles of great entrepreneurship if they want their company to sustain growth and success.

Join Lucy as she begins her voyage of discovery through the apathy of Amroze Technology and beings the process of re-igniting the entrepreneurial fire that is threatening to burn itself out. Could this be your business? If so, it 's time to do something about it!Whilst some companies are able to stay close to their entrepreneurial roots, most do not. This is a major challenge as it is invariably those entrepreneurial beginnings that make a business great in the first place. Too often they are lost in the mire of corporate inefficiency. Passion is swapped for process. Systems replace energy and ideas. Complacency wins over competence. Businesses begin to stagnate and wonder why. What businesses must learn to do is stay as close as possible to the fundamental set of ideas that first made them successful. Richard Parkes Cordock 's first boo, Millionaire Upgrade introduced the I BELIEVE model to those ready to learn the secrets of being a successful entrepreneur. Now in the follow-up story we see how corporations and businesses of all sizes simply cannot afford to disregard the principles of great entrepreneurship if they want their company to sustain growth and success. Join Lucy as she begins her voyage of discovery through the apathy of Amroze Technology and beings the process of re-igniting the entrepreneurial fire that is threatening to burn itself out. Could this be your business? If so, it 's time to do something about it!

作者简介： Richard Parkes Cordock is a recognized authority in the mindset, strategies and personal leadership models of entrepreneurs and self-made millionaires. Richard has met face-to-face with over 50 of the UK's leading self-made millionaire entrepreneurs and using the principles of Neuro Linguistic Programming (NLP), the science of success, has decoded their millionaire thinking. Through these digitally recorded interviews, he created the highly acclaimed mentoring program – Millionaire MBA™. Richard is a regular speaker on the mindset of self-made millionaires and works with companies and organizations who wish to re-ignite their entrepreneurial spirit. He is a qualified accountant, NLP practitioner and gained his MBA from the University of Monaco. He recently launched Enterprise Leaders Worldwide, a training and development organization that brings entrepreneurial training to corporations.

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