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Make Your Mark: The Creative's Guide to Building a Business with Impact

By -

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 170 x 132 mm. Language: English . Brand New. Finally, a business book for makers, not managers. Are you ready to make a dent in the universe ? As a creative, you no longer have to take a backseat. In fact, stepping up and embracing entrepreneurship is the fastest route to impact. But where do you start? And what sets the businesses that succeed apart? To find out, we asked the bright minds behind companies like Google X, Warby Parker, Facebook, O Reilly Media, and more to share their startup wisdom. Featuring hard-won wisdom from 20 leading entrepreneurs and designers, 99U's Make Your Mark will arm you with practical insights for launching a purpose-driven business, refining your product, delighting your customers, inspiring your team and ultimately making something that matters. Make Your Mark features contributions from: Will Allen, Rich Armstrong, Warren Berger, Sean Blanda, Neil Blumenthal, Craig Dalton, Jane ni Dhulchaoingtigh, Aaron Dignan, Andy Dunn, Joel Gascoigne, Seth Godin, Chris Guillebeau, Emily Heyward, John Maeda, David Marquet, Tim O Reilly, Shane Snow, Sebastian Thrun, Keith Yamashita, and Julie Zhuo. Plus, a foreword from Behance founder Scott Belsky.



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