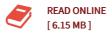# The Creator s Code (Paperback)

By Amy Wilkinson

Simon + Schuster Inc., 2015. Paperback. Condition: New. Export. Language: English . Brand New Book. Based on in-depth interviews with more than 200 leading entrepreneurs, a business executive and senior fellow at Harvard s Center for Public Leadership identifies the six essential disciplines needed to transform your ideas into real-world successes, whether you re an innovative manager or an aspiring entrepreneur.§§Each of us has the capacity to spot opportunities, inventp roducts, and build businesses-even $100 million businesses.§§How do some people turn ideas into enterprises that endure? Why do some people succeed when so many others fail? The Creator s Code unlocks the six essential skills that turn small notions into big companies. This landmark book is based on 200 interviews with today s leading entrepreneurs including the founders of LinkedIn, Chipotle, eBay,Under Armour, Tesla Motors, SpaceX, Spanx, Airbnb, PayPal, Jetblue, Gilt Groupe, Theranos, and Dropbox.§§Over the course of five years, Amy Wilkinson conducted rigorous interviews and analyzed research across many different fields. From the creators of the companies ranging from Yelp to Chobani to Zipcar, she found that entrepreneurial success works in much the same way. Creators are not born with an innate ability to conceive and build $100 million...

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