

Scrappy: A Little Book about Choosing to Play Big (Paperback)

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Reviews

Thorough information! Its this type of great go through. It is amongst the most incredible publication i actually have read through. It is extremely difficult to leave it before concluding, once you begin to read the book. *(Germaine Welch)*

SCRAPPY: A LITTLE BOOK ABOUT CHOOSING TO PLAY BIG (PAPERBACK)



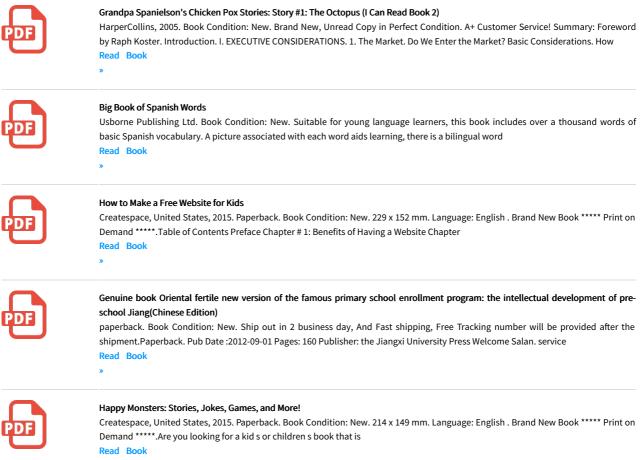
Penguin Books Ltd, United Kingdom, 2016. Paperback. Condition: New. Language: English . Brand New Book. For those times when hard work and persistence just aren t enough, Terri Sjodin offers an inspiring guide to getting scrappy and beating the odds.Terri Sjodin loves scrappy people -- those who beat the odds with a blend of cleverness and fighting spirit. People who see big problems and come up with big solutions. People like the clever Girl Scout who sold 117 boxes of cookies in two hours outside a medical marijuana dispensary, or the entrepreneur who turned his home into an indoor jungle to sell investors on the Rainforest Cafe Restaurant chain.It can seem like these successes are just one-off acts of ingenuity or isolated flashes of brilliance. But today it takes more than just creativity, more than just persistence, more than just a dream to reach big goals -- it takes a mindset and a strategy. Sjodin explains the common elements behind every successful scrappy effort. Drawing on research, interviews, and her own personal experience, she identifies the practices that will help you develop the right mindset. She shares stories of scrappy tactics that have worked, and those that have crashed and burned, to help readers pursue their own vision. Whether you re a sales rep looking to close that big deal, a job-seeker trying to land your dream job, or a CEO who wants to reach the next level of success, the fastest way to get what you want is to get scrappy.

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