



The Self-Made Billionaire Effect: How Extreme Producers Create Massive Value

By John Sviokla, Mitch Cohen

Penguin Books Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 209 x 138 mm. Language: English . Brand New Book. Discover and cultivate the secret traits of self-made billionaires with THE SELF-MADE BILLIONAIRE EFFECT by John Sviokla and Mitch Cohen. Imagine what Atari might have achieved if Steve Jobs had stayed there. Or what Steve Case could have done for Pepsi if he hadn't left for a start-up that eventually became AOL. Scores of billionaires worked for established corporations before they struck out on their own. People like Michael Bloomberg and Mark Cuban went on to build iconic household brands. Why didn't their former employers hang onto these people? And why are most big companies unable to create as much value as the world's 800 self-made billionaires? Billionaires aren't necessarily luckier, smarter or harder working than the rest of us - and they rarely build something brand-new. The key difference is their mindset. They redefine what's possible - and they are critical to any company looking to create massive value. The Self-Made Billionaire Effect breaks down the five critical habits of massive value-creators, so you can learn how to identify, encourage, and retain them...



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