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# Startup Nation

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A Blueprint for Sustainable Innovation

Thou Shalt Innovate

China and the Contested Promise of Innovation

What's Next for the Startup Nation?

Venture Deals

Israel's Solution for a Water-Starved World

National Populism

CEO Excellence

Israel's Struggle & The World After 9/11

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The Titanic Effect

*Startup Nation*

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## **CASSANDRA SIERRA**

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*A Blueprint for Sustainable Innovation* Penguin

A vivid look at China's shifting place in the global political economy of technology production How did China's mass manufacturing and "copycat" production become transformed, in the global tech imagination, from something holding the nation back to one of its key assets? *Prototype Nation* offers a rich transnational analysis of how the promise of democratized innovation and entrepreneurial life has shaped China's governance and global image. With historical precision and ethnographic detail, Silvia Lindtner reveals how a growing distrust in Western models of progress and development,

including Silicon Valley and the tech industry after the financial crisis of 2007–8, shaped the rise of the global maker movement and the vision of China as a "new frontier" of innovation. Lindtner's investigations draw on more than a decade of research in experimental work spaces—makerspaces, coworking spaces, innovation hubs, hackathons, and startup weekends—in China, the United States, Africa, Europe, Taiwan, and Singapore, as well as in key sites of technology investment and industrial production—tech incubators, corporate offices, and factories. She examines how the ideals of the maker movement, to intervene in social and economic structures, served the technopolitical project of prototyping a "new" optimistic, assertive, and global China. In doing so, Lindtner demonstrates that entrepreneurial living influences governance, education, policy, investment, and urban redesign in ways that normalize the persistence of sexism,

racism, colonialism, and labor exploitation. Prototype Nation shows that by attending to the bodies and sites that nurture entrepreneurial life, technology can be extricated from the seemingly endless cycle of promise and violence. Cover image: Courtesy of Cao Fei, Vitamin Creative Space and Sprüth Magers *Thou Shalt Innovate* Jaico Publishing House

A crucial new guide to one of the most important and most dangerous phenomena of our time: the rise of populism in the West. Across the West, there is a rising tide of people who feel excluded, alienated from mainstream politics, and increasingly hostile towards minorities, immigrants and neo-liberal economics. Many of these voters are turning to national populist movements, which pose the most serious threat to the Western liberal democratic system, and its values, since the Second World War. From the United States to France, Austria to the UK, the national populist challenge to mainstream politics is all around us. But what is behind this exclusionary turn? Who supports these movements and why? What does their rise tell us about the health of liberal democratic politics in the West? And what, if anything, should we do to respond to these challenges? Written by two of the foremost experts on fascism and the rise of the populist right, *National Populism* is a lucid and deeply-researched guide to the radical transformations of today's political landscape, revealing why liberal democracies across the West are being challenged-and what those who support them can do to help stem the tide.

**China and the Contested Promise of Innovation** Lorena Jones Books

This book documents how Israel emerged as one of the world's

leading centers of high technology over the last three decades and the impact that it has had, or failed to have, on the wider economy and politics. Based on the study of start-up companies, the project attributes the rise of Israel's tech economy to its unique history, political system, and culture, and shows how those same factors have failed it in the quest to diversify its economy to make it more inclusive and equitable. This work will interest economists, political scientists, Israeli studies academics, investors, policy makers, journalists, and business readers.

*What's Next for the Startup Nation?* Vintage

This book is the story of a boy who grew up exponentially self-isolated from Judaism, Jewishness, and Israel - until a life-changing experience at the age of 23 catapulted him to a life mission of enhancing the world's relationship with the Jewish state. The purpose of this book is not just to celebrate Israel. It's to serve as a wake-up call that Israel is great product without great marketing and branding. It's to compel people across the world to not just know about Israel, but to truly appreciate Israel for who she is and her contributions to the world. In order to do so, we must quickly change the global conversations about our beloved country.

**Venture Deals** John Wiley & Sons

Israel's position of a center for groundbreaking technological innovation has been the consequence of historical accident and good policy. Now history is moving on and the challenges that the world is facing are threatening to wipe out the remarkable economic progress Israel has achieved. Faced with new challenges and new conditions, the policies of the past are not likely to remain effective. Focusing on the state of Israel, This

book addresses a multi-trillion dollar question: How can governments foster innovation in uncertain times. As nations around the world try to reignite their own economies and prepare for new challenges, this book offers a blueprint for fostering strong, sustainable innovation within a dynamic economy.

Israel's Solution for a Water-Starved World Princeton University Press

How Israeli Ingenuity Repairs the World Read all about how Israelis are helping to feed the hungry, cure the sick, protect the defenseless, and make the desert bloom. Thou Shalt Innovate profiles wondrous Israeli innovations that are collectively changing the lives of billions of people around the world and explores why Israeli innovators of all faiths feel compelled to make the world better. Israel is playing a disproportionate role in helping solve some of the world's biggest challenges by tapping into the nation's soul: the spirit of tikkun olam – the Jewish concept of repairing the world. Israel has extraordinary innovators who are bound together by their desire to save lives and find higher purpose. In the face of failures and roadblocks these innovators found opportunities and courage. In a part of the world that has more than its share of darkness, these stories are rays of light. A must read for business leaders, newbie startup owners and anyone who is interested in how innovations are conceived and carried out. Avi Jorisch is a seasoned entrepreneur and Middle East expert. He is a Senior Fellow at the American Foreign Policy Council and founder of IMS, a merchant processing company that services clients nationwide.

**National Populism** HarperCollins Leadership

Discover the secret behind how Israel, a tiny country with the

highest concentration of start-ups per capita worldwide, is raising generations of entrepreneurs who are disrupting markets around the globe and bringing change to the world. Dubbed “Silicon Wadi,” Israel ranks third in the World Economic Forum Innovation Rating. Despite its small size, it attracts more venture capital per capita than any other country on the planet. What factors have led to these remarkable achievements, and what secrets do Israeli tech entrepreneurs know that others can learn? Tech insider Inbal Arieli goes against the common belief that Israel's outstanding economic accomplishments are the byproduct of its technologically advanced military or the result of long-standing Jewish traditions of study and questioning. Rather, Arieli gives credit to the unique way Israelis are raised in a culture that supports creative thinking and risk taking. Growing up within a tribal-like community, Israelis experience childhoods purposely shaped by challenges and risks—in a culture that encourages and rewards chutzpah. This has helped Israelis develop the courage to pursue unorthodox, and often revolutionary, approaches to change and innovation and is the secret behind the country's economic success. While chutzpah has given generations of Israelis the courage to break away from conventional thinking, the Israeli concept balagan—messiness in Hebrew—is at the root of how Israelis are taught to interact with the world. Instead of following strict rules, balagan fosters ambiguity, encouraging the development of the skills necessary for dealing with the unpredictability of life and business. Living with balagan provides Israelis with the opportunity to constantly practice the soft skills defined by the World Economic Forum as the Skills for the Future, as balagan promotes creativity, problem-solving, and

independence—key characteristics of successful entrepreneurs. By revealing the unique ways in which Israelis parent, educate and acculturate, Chutzpah offers invaluable insights and proven strategies for success to aspiring entrepreneurs, parents, executives, innovators, and policymakers.

*CEO Excellence* HarperCollins Leadership

In 1934, eleven-year-old Shimon Peres emigrated to the land of Israel from his native Poland, leaving behind an extended family who would later be murdered in the Holocaust. Few back then would have predicted that this young man would eventually become one of the towering figures of the twentieth century. Peres would indeed go on to serve the new state as prime minister, president, foreign minister, and the head of several other ministries. He was central to the establishment of the Israeli Defense Forces and the defense industry that would provide the young state with a robust deterrent power. He was crucial to launching Israel's nuclear energy program and to the creation of its high-tech "Start-up Nation" revolution. His refusal to surrender to conventional wisdom and political norms helped save the Israeli economy and prompted some of the most daring military operations in history, among them the legendary Operation Entebbe. And yet, as important as his role in creating and deploying Israel's armed forces was, his stunning transition from hawk to dove—with its accompanying unwavering commitment to peace—made him one of the globe's most recognized, honored, and admired statesmen. In this, his final work, finished only weeks before his passing, Peres offers a long-awaited examination of the crucial turning points in Israeli history through the prism of having been a decision maker and

eyewitness. Told with the frankness of someone aware this would likely be his final statement, *No Room for Small Dreams* spans decades and events, but as much as it is about what happened, it is about why it happened. Examining pivotal moments in Israel's rise, Peres explores what makes for a great leader, how to make hard choices in a climate of uncertainty and distress, the challenges of balancing principles with policies, and the liberating nature of imagination and unpredicted innovation. In doing so, he not only charts a better path forward for his beloved country but provides deep and universal wisdom for younger generations who seek to lead—be it in politics, business, or the broader service of making our planet a safer, more peaceful, and just place.

[Israel's Struggle & The World After 9/11](#) Penguin UK

Start-up Nation The Story of Israel's Economic Miracle Twelve  
**Israel's Technology Economy** Createspace Independent Publishing Platform

This book offers a comprehensive model for explaining the success and failure of cities in nurturing startups, presents detailed case studies of how participants in that model help or hinder startup activity, and shows how to apply these lessons to boost local startup activity. *Startup Cities* explains the factors that determine local startup success based on a detailed comparison of regional startup cities—pairing the most successful and less successful cities within regions along with insights and implications from case studies of each of the model's elements. The book compares local city pairs, highlighting factors that distinguish successful from less successful cities and presents implications for stakeholders that arise from these principles. Peter Cohan is a lecturer of Strategy at Babson College and one

of the world's leading authorities on regional startup ecosystems. Starting in 2012, he created and led Startup Strategy courses that explore four regional startup ecosystems—Hong Kong/Singapore, Israel, Paris, and Spain/Portugal. These courses are based on an original framework for evaluating why a few cities host most startup creation and the rest fail to do so. In running these courses, Peter has built a network of local policymakers, investors, entrepreneurs, and professors from which he draws practical insights for what distinguishes successful Startup Commons from their peers. The book provides vital benefits to these stakeholders. What You'll Learn Local policymakers will know how to build a local team to set objectives for their local Startup Commons and develop a comprehensive strategy to realize those goals Entrepreneurs will know how to choose where to locate their startups based on factors such as the supply and quality of talent—from chief marketing and technology officers to coders and sales people; quality of life, access to capital, customers, and mentors; and costs such as salary and real estate expense University administrators and faculty will know how to take research out of their labs and house it in companies that can commercialize that research, create academic programs that will encourage more entrepreneurship among their students, and connect with local policymakers and capital providers to spur local startup activity Capital providers will know how to scout out emerging startup cities where they can get access to the best investment opportunities at more favorable valuations and have greater influence on how the local startup scene evolves Who This Book Is For All key startup stakeholders, including local policymakers (mayors, directors of

economic development, treasurers, controllers, presidents of regional chamber of commerce), entrepreneurs (CEOs, chief marketing officers, chief financial officers, chief HR officers, chief technology officers), universities (presidents; deans of faculty; provosts; professors of finance, management, and entrepreneurship; directors of international education), and capital providers (venture capital partners and associates, angel investors, bank loan officers, managers of accelerator operations)

#### **Why Christians Should Support Israel** AuthorHouse

Having undergone significant change during the last 20 years, Vietnam is poised to become a 21st century startup nation. Capturing the challenges, efforts, and successes of Vietnam's youth, local startups, and foreign entrepreneurs throughout its transition from tradition to modernity, Startup Vietnam presents the spirit and potential of the nation in clear, informative strokes. An essential primer on modern-day Vietnam and its place on the international business stage.

#### **Evolving an Entrepreneurial Ecosystem** Simon and Schuster

From the world's most influential management consulting firm, McKinsey & Company, an insight-packed, revelatory look at how the best CEOs do their jobs based on extensive interviews with today's most successful corporate leaders—including chiefs at Netflix, JPMorgan Chase, General Motors, and Sony. Being a CEO at any of the world's largest companies is among the most challenging roles in business. Billions, and even trillions, are at stake—and the fates of tens of thousands of employees often hang in the balance. Yet, even when “can't miss” high-achievers win the top job, very few excel. Thirty percent of Fortune 500 CEOs last fewer than three years, and two out of five new CEOs

are perceived to be failing within eighteen months. For those who shoulder the burden of being the one on whom everyone counts, a manual for excellence is sorely needed. To identify the 21st century's best CEOs, the authors of *CEO Excellence* started with a pool of over 2400 public company CEOs. Extensive screening distilled that group into an elite corps, sixty-seven of whom agreed to in-depth, multi-hour interviews. Among those sharing their views: Jamie Dimon (JPMorgan Chase), Satya Nadella (Microsoft), Reed Hastings (Netflix), Kazuo Hirai (Sony), Ken Chenault (American Express), Mary Barra (GM), and Peter Brabeck-Letmathe (Nestlé). What came out of those frank, no-holds-barred conversations is a rich array of mindsets and actions that deliver outsized performance. Compelling, practical, and unprecedented in scope, *CEO Excellence* is a treasure trove of wisdom from today's most elite business leaders.

Penguin

The *Spaghetti Startup* introduces the Lasagna Framework, a new tool for 'strategic growth hacking'. Lasagna helps startups achieve 'sustainable growth' by properly designing their 'growth engines' based on systems and design thinking. It is also a diagnostic tool that helps resolve core problems, avoid common pitfalls and increase the viability of an innovation-driven enterprise. Written with a fun, fable-ish twist, the book starts out with a futuristic story of the famed startup ecosystem, the Silicon Valley. It turns out, in the August of 2025, things change for the worse. There is an epidemic of spaghetti poisoning that plagues all entrepreneurs. The spag worm they contract impairs their judgment, which in turn puts their startups in jeopardy. Doctors have no remedy for the condition and the death toll is increasing.

But, hey! There is a hero in this story, too! Apparently, our professing cat, Dr. Caddy has a solution to share with his fellows. All they need to do is to adopt Lasagna thinking, the cure for their spaghetti-driven minds. Visit [Lasagnac.com](http://Lasagnac.com) to join the community, share your experiences, and help each other with fellow entrepreneurs from around the world.

*Successfully Navigating the Uncertainties that Sink Most Startups*  
John Wiley & Sons

Want to take control of your life? Want to trade in that listless job and create the company you've always dreamed of? Millions of new businesses are started each year, from online diamond dealers to part-time "pet projects" to the latest franchises. StartupNation is all about putting you in the driver's seat to start your own business. Jeff and Rich Sloan are lifelong entrepreneurs who have created dozens of successful businesses and have guided and advised thousands of others through their nationally syndicated radio talk show, on their Web site, and in their weekly online newsletter. In StartupNation, the Sloan Brothers examines every aspect of smart entrepreneurship and help you create the business you've always dreamed of. You'll learn about the dos and don'ts and the highs and lows of building your own business through the Sloan's in-the-trenches insights and the inspirational tales of over thirty other gutsy entrepreneurs. Among the stories you'll read about:

- The Sloans' own patented invention, the Battery Buddy®, which generated more than \$1 million in royalties
- Lavetta Willis, who built Dada Footwear into a fashion brand that now produces sneakers worn by NBA basketball stars
- Tom Nardone, who created the booming ShopInPrivate.com, where people can order items they're embarrassed to buy at the

local drugstore. StartupNation presents a master course in identifying a good idea, building the right kind of business around it, and avoiding the pitfalls that can derail you. If you've ever dreamed of pursuing your own business, StartupNation will be your most powerful resource.

Why Only a Few Cities Dominate the Global Startup Scene and

What the Rest Should Do About It McGraw Hill Professional

THE BOLD SECRET TO SUCCESSFUL STARTUPS Veteran venture capitalist Uri Adoni shares the secrets to Israel's incredible track record of success in this new guide that will help make any startup unstoppable. More than half of all startups fail—often during the crucial early stages of development when they need to prove their viability on a limited budget. But when it comes to startup success, one country stands out: Israel. Even though it is a relatively small country with a population of just over 9 million inhabitants, Israel has one of the highest concentrations of startups in the world, has the highest venture capital per capita, is one of the top countries in terms of number of companies listed on NASDAQ, and is well recognized as a global leader in research and development. In *The Unstoppable Startup*, Uri Adoni goes behind the scenes to explain the principles and practices that can make any startup, anywhere in the world, become an unstoppable one. Packed with insider accounts from leaders who have realized bold visions, *The Unstoppable Startup* distills Israeli chutzpah into six operational rules that will help you to: Build an unstoppable team; Foresee the future and innovate to meet its demands; Manage your funding and partnerships through all phases of growth; Dominate the market category you are after or create a new one; Build and manage an early stage investment

vehicle; and Build and grow a healthy high-tech ecosystem. Far from mere conjecture, Adoni implemented these practices throughout his more than 12 years as a venture capitalist for one of Israel's most successful venture funds, and he continues to utilize these same proven startup strategies today in metropolitan areas in the US.

**Straight Talk for Startups** New Leaf Publishing Group

From the Pulitzer Prize-winning author of *American Prometheus* comes the first effort to set the Cuban Missile Crisis, with its potential for nuclear holocaust, in a wider historical narrative of the Cold War—how such a crisis arose, and why at the very last possible moment it didn't happen. In this groundbreaking look at the Cuban Missile Crisis, Martin Sherwin not only gives us a riveting sometimes hour-by-hour explanation of the crisis itself, but also explores the origins, scope, and consequences of the evolving place of nuclear weapons in the post-World War II world. Mining new sources and materials, and going far beyond the scope of earlier works on this critical face-off between the United States and the Soviet Union—triggered when Khrushchev began installing missiles in Cuba at Castro's behest—Sherwin shows how this volatile event was an integral part of the wider Cold War and was a consequence of nuclear arms. *Gambling with Armageddon* looks in particular at the original debate in the Truman Administration about using the Atomic Bomb; the way in which President Eisenhower relied on the threat of massive retaliation to project U.S. power in the early Cold War era; and how President Kennedy, though unprepared to deal with the Bay of Pigs debacle, came of age during the Cuban Missile Crisis. Here too is a clarifying picture of what was going on in Khrushchev's



Soviet Union. Martin Sherwin has spent his career in the study of nuclear weapons and how they have shaped our world. *Gambling with Armageddon* is an outstanding capstone to his work thus far.

**Let There Be Water** Springer

"I have read dozens of books on starting companies, but this is the first that accurately captures why startups fail and provides a tool for entrepreneurs and investors to measure and manage these sources of failure." Michael Hatfield, Co-Founder, Cerent, Calix, Cienna, and Carium. What makes a startup successful? This book, from award-winning business school professors and a tech serial entrepreneur, tells what makes startups successful. Instead of telling startups what to do, like most startup books, they share what startups should avoid. Along the way, they share small business startup success stories gleaned from the How Built This Podcast and their firsthand experiences. These stories of startup success are contrasted with stories of startup failure from startup graveyards and most notably, the Titanic. Like many of today's startups, the Titanic hoped to disrupt the transportation industry of its time. It fell short, to a disastrous outcome, from the same sources that prevent startup success today. Get a startup game plan! This startup book uses the Titanic and a sailing metaphor to provide a startup roadmap template. It shows what makes startups successfully navigate through challenges in startup investing, founding, and hiring with a game plan to get through the Human Ocean. It offers a startup guide to customer success in working through the Marketing Ocean. It even highlights what startups need to invest in to get through the Technical and Strategy Oceans. Its Iceberg Index gives entrepreneurs, startups, and small businesses a way to track their progress on the startup

roadmap template. It also helps investors assess what startups to invest in. Many entrepreneurs assume that the Titanic was sunk by a single iceberg. The Titanic Effect shows, that like many startups, it's not a single misstep but a series of mistakes that keep a startup from being successful. This combination of missteps is called the Titanic Effect. Who can benefit from this startup roadmap? Entrepreneurs in the early stages of building a startup. They will learn what makes a startup successful. They will develop a to-do list of decisions to make and actions to take. Small business owners will also identify key next steps to building their startup game plan. Investors can identify what to avoid in startup investments and what startups to invest in. Students will learn how to evaluate the success potential of a startup and will read small business and startup success stories. These three co-authors have witnessed firsthand what leads to startup success. They have made it their mission to help entrepreneurs, startup founders and startup investors succeed. Drs. Todd and M. Kim Saxton bring more than two decades of academic and professional experience in business strategy, entrepreneurship, marketing, and angel investing. Serial tech entrepreneur, Michael Cloran, adds his two decades' of experiences in launching his own startups as well as building software products for other startups. In addition, the co-authors serve on various boards of entrepreneurial ventures and startup advisory associations. They have shared their expertise from the stage to dozens of audiences, including students, entrepreneurship and professional development associations, academic societies, and global companies like Roche Diagnostics and Pfizer Pharmaceuticals. *Gambling with Armageddon* Springer Nature

Widely acclaimed for its engaging style and provocative perspective, this book has helped thousands transform their working lives. Now including a 30-page resource guide that explains the basics of working for oneself. It's about fulfillment. A revolution is sweeping America. On its front lines are people fed up with unfulfilling jobs, dysfunctional workplaces, and dead-end careers. Meet today's new economic icon: the free agent-men and women who are working for themselves. And meet your future. It's about freedom. Free agents are the marketing consultant down the street, the home-based "mompreneur," the footloose technology contractor. Already 30 million strong, these 21st-century pioneers are creating lives with more meaning-and often more money. Free Agent Nation is your ticket to this world. It's about time. Now, you can discover: The kind of free agent you can be-"soloist," "temp," or "microbusiness"-and how to launch your new career. How to get the perks you once received from your boss: health insurance, office space, training, workplace togetherness, even water cooler gossip. Why the free agent economy is increasingly a woman's world-and how women are flourishing in it. The transformation of retirement-how older workers are creating successful new businesses (and whole new lives) through the Internet.

#### The Unstoppable Startup HarperCollins

"Straight Talk for Startups memorializes age-old best practices and empowers both experienced and new investment professionals to beat the odds."—David Krane, CEO, Google Ventures "Straight Talk for Startups is filled with real, raw, and fact-based 'rules of the road' that you need to know when diving into our ultra-competitive startup world. A must read and a re-

read!"—Tony Fadell, Coinventor of the iPod/iPhone & Founder of Nest Labs Veteran venture capitalist Randy Komisar and finance executive Jantoon Reigersman share no-nonsense, counterintuitive guidelines to help anyone build a successful startup. Over the course of their careers, Randy Komisar and Jantoon Reigersman continue to see startups crash and burn because they forget the timeless lessons of entrepreneurship. But, as Komisar and Reigersman show, you can beat the odds if you quickly learn what insiders know about what it takes to build a healthy foundation for a thriving venture. In Straight Talk for Startups they walk budding entrepreneurs through 100 essential rules—from pitching your idea to selecting investors to managing your board to deciding how and when to achieve liquidity. Culled from their own decades of experience, as well as the experiences of their many successful colleagues and friends, the rules are organized under broad topics, from "Mastering the Fundamentals" and "Selecting the Right Investors," to "The Ideal Fundraise," "Building and Managing Effective Boards," and "Achieving Liquidity." Vital rules you'll find in Straight Talk for Startups include: The best ideas originate from founders who are users Create two business plans: an execution plan and an aspirational plan Net income is an option, but cash flow is a fact Don't accept money from strangers Personal wealth doesn't equal good investing Small boards are better than big ones Add independent board members for expertise and objectivity Too many unanimous board decisions are a sign of trouble Choose an acquirer, don't wait to be chosen Learn the rules by heart so you know when to break them Filled with helpful real-life examples and specific, actionable advice, Straight Talk for Startups is the

ideal handbook for anyone running, working for, or thinking about creating a startup, or just curious about what makes high-potential ventures tick.

America's Leading Entrepreneurial Experts Reveal the Secrets to Building a Block buster Business Morgan James Publishing

We've been conditioned to think about creative genius as a dichotomy: dreamers versus doers, creativity versus discipline, the spark versus the grind. But what if we're wrong? What if it's the spark and the grind? We love people whose creative genius arrives in sudden sparks of inspiration. Think of Archimedes in his bathtub or Newton under his apple tree. But we also admire people who work incredibly hard and long for their creative breakthroughs. Think of Edison in his lab, grinding through hundreds of failed variations on the lightbulb. We remember his words in tough times: "Genius is 1 percent inspiration, 99 percent perspiration." Now Erik Wahl, a visual artist, speaker, and entrepreneur, helps us unite the yin and yang of creativity—the dynamic new ideas with the dogged effort. He shows why we won't get far if we rely on the spark without the grind, or the grind without the spark. What the world really needs are the creators who can hold the two in balance. Fortunately, it's

possible to get good at both, as Wahl knows from experience. After his corporate career suddenly ended, he pursued a spark—to paint photorealistic portraits—and ground it out until he got good enough to make very good art very quickly. That's the basis of his riveting live shows, which have captivated skeptical audiences who never expected to be inspired by art—and taught them to embrace creativity in a whole new way. This book offers surprising insights and practical advice about how to fan the sparks and make the grind more productive. Wahl deftly synthesizes the wisdom of other artists, philosophers, scientists, and business visionaries throughout history, along with his own views. Here's how he sums up his approach: The world needs people who enjoy swimming in ideas until they discover a great one. The world also needs doers who have a gift for activation, a.k.a. "getting s\*\*\* done." But the most potent individual creators in any industry or environment have learned how to be both. They've learned how to spark their grind and they've learned how to grind their sparks. As a result, they not only make things happen, they make great things. If you want to ensure constant creativity in your life and produce your most innovative work—this is your guide.

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