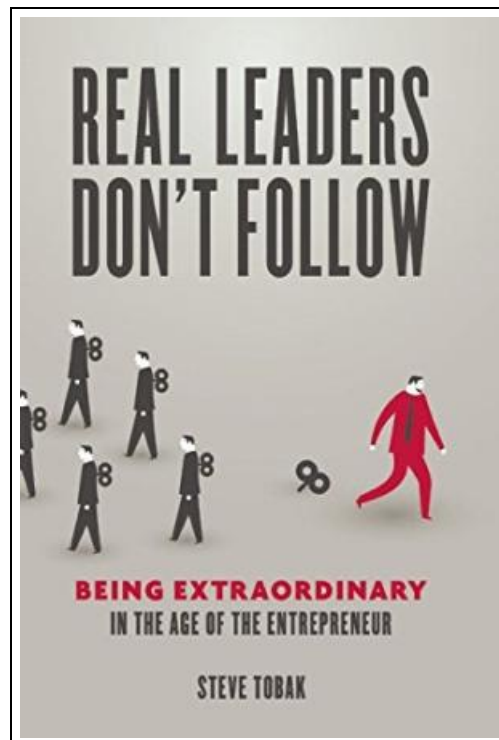


Real Leaders Dont Follow: Being Extraordinary in the Age of the Entrepreneur



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REAL LEADERS DONT FOLLOW: BEING EXTRAORDINARY IN THE AGE OF THE ENTREPRENEUR



Entrepreneur Press. Paperback. Condition: New. 280 pages. Dimensions: 6.0in. x 0.0in. x 9.0in. The advent of Web 2.0 the Internet as a platform for user-generated content and applications along with social networks and smart mobile devices changed everything. It changed how we interact. It changed our behavior. It changed how we live. Those who came of age during this remarkable technological and cultural change were dubbed the entrepreneurial generation for a reason. Its their collective dream to use this newfound technology-enabled platform to rule their own destiny, realize their dreams and change the world. Sounds great on paper, but thats not whats happening in the real world. Acknowledging the great irony that todays aspiring entrepreneurs are doing exactly the opposite of what Richard Branson, Mark Zuckerberg and all other great entrepreneurs and executives they strive to emulate did to get where they are today, Steve Tobak delivers some truth: Nobody ever made it big by doing what everyone else is doing. Nobody ever changed the world by following the masses down a gilded path. And the more time everyone spends chasing utopia in the virtual world, the less chance they have of making a difference and becoming successful in the real world. Drawing upon decades of personal experience with hundreds of accomplished entrepreneurs, CEOs, and VCs, Silicon Valley management consultant and former high-tech senior executive Steve Tobak shows readers exactly what it takes to become successful entrepreneurs and exceptional business leaders in todays highly competitive world. Todays and tomorrows entrepreneurs are first given an eye-opening perspective on todays cultural revolution while explaining the challenges and opportunities our socially connected online world represents. Part two breaks down popular myths and fads while showing up-and-comers how to create a strong foundation for advancing their careers. The third part provides critical lessons in...



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