



Entrepreneurial Leadership: A Practical Guide to Generating New Business

Angelo Mastrangelo

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Real-life examples from the author's experience illuminate a step-by-step plan that can help entrepreneurial leaders achieve their goals.

- Suggests easy-to-follow principles for entrepreneurial leaders in all kinds of organizations based on the author's 40+ years of success leading enterprises in the business and nonprofit worlds
- Combines principles of entrepreneurship and leadership into two groundbreaking models
- Explains the fundamentals of entrepreneurial leadership in clear, readily understandable language
- Shows the reader how to identify commercially viable opportunities versus opportunities that may not generate income
- Takes readers inside the "Cola Wars" of the 1980s and 1990s, providing a glimpse into an industry that most people regularly patronize but of which they have no insider understanding
- Uses real-life examples to show how entrepreneurial leadership has been practiced in unexpected places, including three U.S. presidencies

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