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The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs

By Amy Wilkinson

Simon & Schuster Ltd. Paperback. Book Condition: new. BRAND NEW, The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs, Amy Wilkinson, Kevin Plank was relatively small for an American footballer, and when he weighed the cotton T-shirt he wore under his team uniform, he found it weighed three pounds because it was so drenched in sweat. Knowing he couldn't hinder himself in this way, he set about finding a material that wasn't so absorbent. Going to a local fabric shop, he soon learned that synthetic materials would not take in as much sweat, so he had a shirt made and found it added just four ounces over the course of a game. When he gave some team-mates samples to try, they also soon saw the advantages. He began to produce the shirts commercially, and now Under Armour is a $2 billion global brand used by people from every sport. Packed with fascinating and inspirational tales of success, Amy Wilkinson's brilliant book explains the six essential skills required by entrepreneurs to achieve their dreams. Based on in-depth interviews with the founders of numerous global brands, from eBay to Spanx, from LinkedIn to PayPal, she shows just what they did and...

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