



Pivot: How Top Entrepreneurs Adapt and Change Course to Find Ultimate Success

Remy Arteaga, Joanne Hyland

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A proven approach to achieving entrepreneurial success in new corporate ventures and startups

Every day, business and corporate startups take action based on assumptions. Yet these assumptions are based largely on guesswork that leads to everything from costly mistakes to the failure of ventures. Fortunately, there are ways to overcome these issues and excel in your business endeavors—and this book will show you how.

Engaging and informative, *Pivot* provides entrepreneurs with practical guidance for achieving success in corporate ventures as well as new startups. Based on more than fifteen years of academic research and many more years of experience in business and corporate startups, this book skillfully addresses topics ranging from resources and organizational uncertainties to the scope and scale of new business opportunities.

- Reveals how to successfully conceptualize new business opportunities, pivot as required to experiment with these opportunities, and accelerate to the marketplace
- Captures the capabilities needed to quickly build a business by understanding and systematically reducing uncertainties from market landscape and technology to talent and organizational positioning
- The digital component of this book includes a world-class strategic innovation methodology that is in demand from corporations worldwide

Written with today's serious entrepreneur in mind, *Pivot* will provide you with the tools you'll need to get ahead of the competition and achieve consistent success.

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