Making It Happen: Turning Good Ideas Into Great Results

The world is not short of ideas, but it is short of people who know how to carry them out. Making It Happen unravels the process of taking a good idea and turning it into a successful venture. Author Peter Sheahan guides the reader through the five competencies that will enable you to understand and utilize the forces that drive buyers behavior, break through mental barriers, and effectively position your offer in the market. Whether you are looking to start a business, get promoted or launch a social movement, this book will streamline your thinking so you can finally turn your good ideas into great results.Peter Sheahan has a reputation for making it happen fast. By 30, he had established two international multimillion-dollar consulting practices and authored five books, including the bestsellers Generation Y and Fl!p. Let him share with you the strategies that make Google, BMW, and Goldman Sachs his clients.

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