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INSTINCT: TAPPING YOUR ENTREPRENEURIAL DNA TO ACHIEVE YOUR BUSINESS GOALS

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Read PDF Instinct: Tapping Your Entrepreneurial DNA to Achieve Your Business Goals

- Authored by Harrison, Thomas L.; Frakes, Mary H.
- Released at -

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Reviews

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The Challenge of Seeing Around Corners: Tap Y... Instinct: tapping your entrepreneurial dna to achieve your business goals. By Thomas L. Harrison. Warner Business Books, $24.95. IS career success determined only by experience, or is it in your genes? Thatâ€™s the question â€œInstinctâ€ purports to answer, showing readers how to fully understand their genetic talents and tap into those skills to make the most out of their career. Harrison discusses what scientists call the â€œBig 5â€ personality: openness to experience, extrovertism, agreeableness, neuroticism and conscientiousness. Instincts are a culmination of your heart intelligence, your situational intelligence and your mental intelligence fused together with your unique DNA. They join forces in an instant to send you impulses to move. Instincts and the impulses they send are always about doing something. Instincts are hardwired in your body. They are a guide. But feelings, on the other hand, are in your head. Simple: science. A research study by the University of Alberta found that your instincts help you achieve goals. While studying the brain, they determined that when thereâ€™s something near you that will help you with both short-term and long-term goals, your brain views it favorably and alerts you with an impulse. Pretty cool, huh? Today pick one goal and tune into the impulses you feel. Is the ability to succeed in business hardwired into our DNA? Are entrepreneurs, like racing thoroughbreds, simply born to win? Startling and groundbreaking, INSTINCT is the first book to apply the tools and insights of human genome research to the concept of success. Authored by Thomas L. Harrison, a corporate CEO who began his career as a cell biologist, it argues convincingly that successful people, particularly successful entrepreneurs, tend to have certain identifiable talents encoded in their genes.