

Evolved Enterprise: How to Re-Think, Re-Image and Re-Invent Your Business to Deliver Meaningful Impact and Even Greater Profits



The coming business SHIFT that could change everything Serial entrepreneur Yanik Silver predicts: Businesses without a core impact will be at a competitive disadvantage in 4-7 years (or less). There's no doubt, business could be the ultimate lever for making a significant difference in the world. And the Evolved Enterprise gives readers a counterintuitive roadmap to move from a transactional company to transformational and even transcending business as usual. How to shift your company beyond being transactional to truly transform and even transcend business forever Evolved Enterprise is an illustrated journey for 21st century entrepreneurs ready to explore how greater purpose, joy and meaningful impact create fierce brand loyalty, marketplace leadership and deliver exceptional profits. What If? You could catalyze a community of raving fans who eagerly wanted to spread and share your brand? You could empower your team around a greater mission? You could deliver a true impact (not just giving back) that built a legitimate competitive advantage? Inside Evolved Enterprise, readers will discover the major shift happening in our economy that's radically changing the criteria for business and economic success in the 21st century You'll see how today's top companies are creating and recreating their businesses from the inside out to create more impact, more meaning, and more happiness for everyone involved. Most importantly, you'll learn how you too can re-design and re-invent what you're doing to fall back in love with your business. Or simply start it right the first time building a company designed for greater profits with baked-in impact. This is how to align the true soul of your business with more impact, meaning and happiness - that surprisingly delivers even greater profits.

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