



Mad Genius: A Manifesto for Entrepreneurs

Randy Gage

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This is a manifesto about ideas. Big ideas, small ideas, and outlandish ideas. Ideas that innovate, ideas that disrupt markets, and especially ideas that irritate. More than ideas, though, *Mad Genius* is about how ideas are born and the role they play in entrepreneurial thinking.

This is a manifesto for managers who want to become leaders and leaders who want to blow up mediocrity. Because whether you work in a traditional business, a nonprofit service organization, or the public sector, the best way to create fresh and innovative solutions is to think like an entrepreneur.

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