



The 4 Essentials of Entrepreneurial Thinking: What Successful People Didn't Learn in School

Cliff Michaels

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In *The 4 Essentials of Entrepreneurial Thinking*, Cliff Michaels takes us on an inspirational journey while capturing the passion and wisdom of extraordinary people. On the cutting edge of life and business strategies for over 20 years, Cliff not only shares his triumphs and tribulations as an entrepreneur, he unleashes a fun system of timeless lessons anyone can follow. Drawing on classic mentors from da Vinci, Edison, and Mozart, to modern moguls like Jobs, Oprah, and Branson, Cliff suggests we all benefit from a real-world MBA - your **Master's in Basic Abilities**. This fast-paced book raises the bar for learning success principles.

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