

图书基本信息

书名：<<英国金三角企业家的秘密To The Edg>>

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内容概要

If you are not living on the edge, then you are taking up too much room Think of the richest square mile in Britain and your thoughts turn to The City of London or Chelsea. In fact, a small village in Cheshire is home to more millionaires per square mile than anywhere else in Britain. It is a place where one-in-twenty houses sells for more than £1 million, 200f the residents enjoy a seven-figure income and in an index of ‘ poshness ’ Alderley Edge scored 136 out of a maximum 137. The media like to focus on the glitz and the glamour, an image of a shallow nouveau riche. But that is not the real story. The entrepreneurial spirit is concentrated in these streets like nowhere else in Britain. These are self-made people, entrepreneurs with amazing stories of triumphs, tribulations, disasters and incredible recoveries. There is another side to Alderley Edge and the ‘ Golden Triangle ’, one that the outsider would not necessarily see... PRAISE FOR TO THE EDGE ‘ Malcolm McClean has an incredible knack for uncovering those small insights which can make a big difference. In this inspirational book he gets inside the minds of wealth creators as only he can. These are the people that drive our economy. Their quirky, unusual and sometimes extraordinary way of looking at the world is one which we should embrace. ’ --Lord Mawson OBE, Founder the Water City Group & President of CAN 作者简介 :

Malcolm McClean spent the first twenty-three years of his life living on a northern council estate until his entrepreneurial journey took him from the poorest square mile in Britain to the richest. As well as self-made entrepreneur, Malcolm is an international speaker, consultant, social entrepreneur and writer. He works with large and small organisations to help people realise their true potential and to become more creative, innovative and passionate. His client list includes The Football Association, The Big Lottery Fund, The National Health Service, Local Authorities, Sport England, Invest Northern Ireland, Age Concern and a range of bodies involved in social transformation and enterprise development. His work has been recognised with a special award from The Laureus Sport for Good Foundation and in 2007 he won the 20,000 Unltd Millenium Award for social entrepreneurs. His quirky, unusual ideas for dealing with the problems received media attention throughout the world, including a dedicated edition of radio Four's Changing Places. He is the author of Bear Hunt - Earn your living by doing what you love which has been translated into Chinese, Korean, Turkish and Romanian.

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