



The Entrepreneurial Instinct: How Everyone Has the Innate Ability to Start a Successful Small Business

Monica Mehta

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The dropout that makes billions seems to have caught lightning in a bottle-- a triumph relying more on luck than skill and never to be repeated. In real life, successful entrepreneurs take classes, write business plans, and map out responses to every contingency. But if the story is such a fluke, why do we keep hearing ones like it over and over again?

The Entrepreneurial Instinct looks past the rags to riches stories of self-made entrepreneurs to explore how our mind, behavior, and brain chemistry impact our ability to be enterprising in the absence of formal training. Interviews with dozens of entrepreneurs reveal the traits and habits that allow them to take rewarding risks, overcome fear and failure, and thrive in the face of ambiguity. Conversations with experts in the fields of neuroscience and behavioral psychology expose the scientific explanation behind their seemingly innate knack and shed light on how the rest of us who may not be naturally gifted entrepreneurs can use brain chemistry to find success.

The book weaves together stories from entrepreneurs, pop culture figures and thought leaders (including the founders of CLIF Bar, Carol's Daughter, Marquis Jet, Skip Hop, Dogfish Head Beer, KIPP Charter School, J Brand Jeans, writers of Grey's Anatomy, rock journalist Neil Strauss, Phoenix Suns forward Grant Hill) to reveal cutting edge insight on using brain chemistry to work in ways to create a cycle of productivity, take risks that pay and tap into our creative mind to realize professional success.

In a time where millions of Americans are unemployed, underemployed or aspire for better opportunities, The Entrepreneurial Instinct offers much needed techniques for using our innate capabilities to make more with less.

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