



# **The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs**

*Amy Wilkinson*

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Based on in-depth interviews with more than 200 leading entrepreneurs, a lecturer at the Stanford Graduate School of Business identifies the six essential disciplines needed to transform your ideas into real-world successes.

Each of us has the capacity to spot opportunities, invent products, and build businesses—even \$100 million businesses.

How do some people turn ideas into enterprises that endure? Why do some people succeed when so many others fail? *The Creator's Code* unlocks the six essential skills that turn small notions into big companies. This landmark book is based on 200 interviews with today's leading entrepreneurs including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, Spanx, Airbnb, PayPal, Jetblue, Gilt Groupe, Theranos, and Dropbox.

Over the course of five years, Amy Wilkinson conducted rigorous interviews and analyzed research across many different fields. From the creators of the companies ranging from Yelp to Chobani to Zipcar, she found that entrepreneurial success works in much the same way. Creators are not born with an innate ability to conceive and build \$100 million enterprises. They work at it. They all share fundamental skills that can be learned, practiced, and passed on.

*The Creator's Code* reveals six skills that make creators of all kinds of endeavors breakthrough. These skills aren't rare gifts or slim chance talents. Entrepreneurship, Wilkinson demonstrates, is accessible to everyone.



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