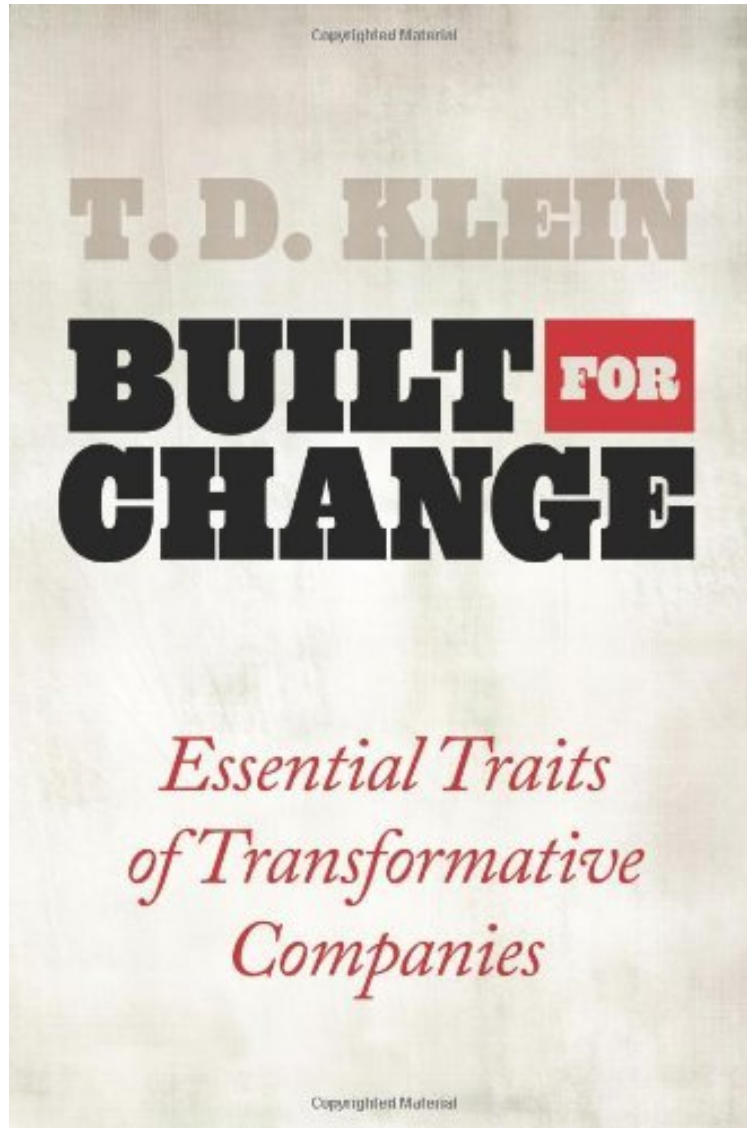


# Built for Change: Essential Traits of Transformative Companies

T.D. Klein

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**T.D. Klein : Built for Change: Essential Traits of Transformative Companies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Built for Change: Essential Traits of Transformative Companies:

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invaluable. I learned so much about running my own (pretty large) business from reading "Built for Change." For instance, Klein's case studies of Starbucks and Chipotle really gave me new insight into how these one-time start-ups changed their industry, their market and the world around us. Klein uses specific examples from specific companies that nevertheless contain universal lessons. This is an absolute must-read for anyone in business. 0 of 0 people found the following review helpful. interested in businessBy William S WeilWhile there are many business books worth reading, Built for Change is especially compelling in today's digital economy. It melds tried and true management practices with 21st century marketplace realities - mainly that the ability to adapt and evolve is ultimately more important than an innovative product or business model since technology has lowered barriers to entry and increased rates of change. In other words, fostering the ability to change is more important than protecting an existing competency or asset. Now how to actually embrace the thought, which runs counter to the instincts of most managers??

This book provides an insider's view of how today's blockbuster companies arrived at the top and explains how your business can do the same in good economies or bad. bull; Identifies eight common characteristics of breakthrough enterprises bull; Contains exclusive interviews that reveal how certain companies blew away their competition bull; Includes case studies including Starbucks, Dell, American Idol, and Google that appeal to any reader bull; Provides an index listing companies and executives featured in the text

"Built for Change is an exceptional book about exceptional businesses. Sure, it's practical and realistic, cogently argued, and clearly written. But there's more: this book challenges your assumptions, deepens your experience, and extends your cultural understanding. It offers a unique roadmap for navigating a world in which change is the only constant." (Richard Wolffe, Bestselling author and MSNBC analyst)"Outstanding. Built for Change answers the key question every business person asks: How do I build an extraordinary company? Using a cross cultural structure and chock full of real-world lessons and keen insights, Todd Klein delivers a must-read for any entrepreneur seeking to create a transformative business." (Verne Harnish, CEO, Gazelles Inc. and Founder of Entrepreneurs' Organization; author of "Mastering the Rockefeller Habits")"This book provides great insight on how successful companies get that way, and the traits that keep them successful over time. Todd Klein presents valuable insight not just for those who start or run companies, but for those who invest in them and help them grow." (Michael L. Chasen, President, CEO, and Co-Founder, Blackboard, Inc.)"Change can't be stopped, but Built for Change shows you how it can be started. Whether you're managing a venture-backed, technological breakthrough or a hot dog stand, TD Klein's insights and 'incites' help you attract great people; develop great ideas; and do great things. It is approachable, inspiring and motivational. It's 4am, but I can't wait to get to work!" (Fredrick D. Schaufeld, Founder, NEW Corp.)"In Built for Change, Klein explores one of investment and entrepreneurialism's most challenging and potentially rewarding landscapes with the ease and skill of a seasoned navigator. His book is crafted with the same solid structure, broad appeal, and clarity of purpose found in those uncommonly successful companies which he highlights. Anyone looking for a concise read on the always-relevant topic of what takes ideas and companies to the next level would do well to make time for this book." (Paul Hurley, Founder CEO, ideeli)About the AuthorT.D. Klein is an investor, author, and speaker who has spent his career focusing on transformative companies.