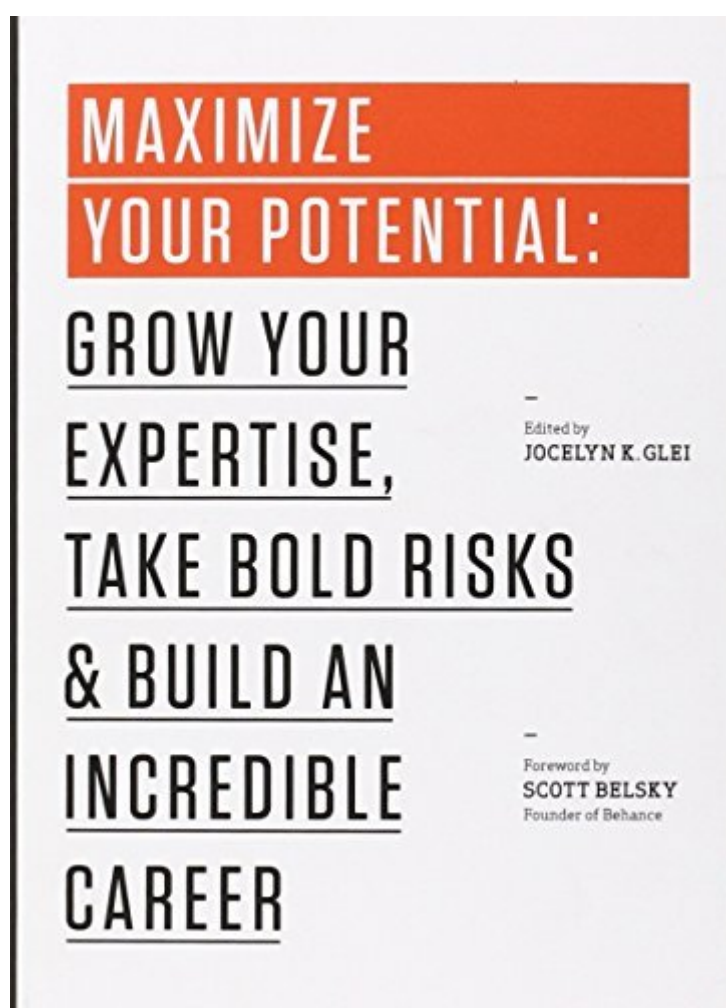


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# Maximize Your Potential: Grow Your Expertise, Take Bold Risks & Build An Incredible Career (The 99U Book Series 2)



## Synopsis

Success isn't about being the best. It's about always getting better. Can you step outside your comfort zone? Bounce back from failure? Build new skills? Tapping into your true potential is no idle endeavor. It demands creativity, dedication, and a whole lot of hustle. With wisdom from 21 leading creative minds, 99U's *Maximize Your Potential* will show you how to generate new opportunities, cultivate your creative expertise, build valuable relationships, and take bold, new risks so that you can utilize your talents to the fullest. *Maximize Your Potential* features contributions from: Teresa Amabile, Sunny Bates, Michael Bungay Stanier, David Burkus, John Caddell, Ben Casnocha, Jack Cheng, Jonathan Fields, Joshua Foer, Jocelyn K. Gleib, Heidi Grant Halvorson, Frans Johansson, Steffen Landauer, Mark McGuinness, Cal Newport, Robert Safian, Michael Schwalbe, Tony Schwartz, Tina Seelig, and Scott H. Young. Plus, a foreword from Behance founder & CEO Scott Belsky.

## Book Information

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## Customer Reviews

Jocelyn Gleib edited this volume to which she and 21 others contributed their "insights on making things happen," as did Scott Belsky, CEO of Behance, who also wrote the Foreword: "You're a Free

Radical, Run with It." This is one of the first volumes in the 99U Box Series published by . Visit the 99U by Behance website and you will encounter this brief explanation: "For too long, the creative world has focused on idea generation at the expense of idea execution. As the legendary inventor Thomas Edison famously said, 'Genius is 1% inspiration, and 99% perspiration.' To truly make great ideas a reality, we must act, experiment, fail, adapt, and learn on a daily basis. 99U is Behance's effort to provide this "missing curriculum" for making ideas happen. Through our Webby Award-winning website, popular events, and bestselling books, we share pragmatic, action-oriented insights from leading researchers and visionary creatives. At 99U, we don't want to give you more ideas--we want to empower you to make good on the ones you've got." It was Edison who also said, "Vision without execution is hallucination." Darrell Royal's observation is even more volume to this book: "potential" means "you ain't done it yet." The brief but insightful essays are divided within four sections: Creating Opportunities, Building Expertise, Cultivating Relationships, and Taking Risks.

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