



# **Business Hero: Eine Heldenreise in 7 Etappen (Dein Business) (German Edition)**

*Angelika Höcker*

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Wer sehnt sich in diesen Zeiten nicht danach: als Held seine persönlichen Abenteuer zu bestehen! Kompetent in Eigenregie den notwendigen Wandel zu gestalten und kraftvolle, nachhaltige Lösungen zu finden. Eine treffende Beschreibung hierfür ist die Heldenreise, eine über Jahrhunderte und alle Weltkulturen hinweg gültige Metapher für Veränderungsprozesse, erfolgreich selbst in Hollywood.

Dieses Buch ist ein spannender Leitfaden für die Realisierung von Innovations- und Veränderungsprozessen. Es unterstützt den Leser ganz konkret bei der Implementierung neu entwickelter Lösungen in eine lebendige und erfolgreiche Organisation.

Lernen Sie, kreativ Ihr persönliches Drehbuch zu schreiben und werden Sie zum Regisseur Ihres Lebens, in Ihres Teams und Ihrer Organisation. Analog zu den Prinzipien des Heldenmythos zeigt Angelika Höcker ein exzellentes Modell zu kreativen Neuausrichtung, das den Leser dabei unterstützt, die eigenen Stärken zu fördern, Potenziale zu entdecken und Ressourcenschätze zu heben. Das Verhaltensrepertoire des Einzelnen vergrößert sich, er schafft sich dadurch einen unschätzbaren Vorsprung für die Zukunft.

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