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August 09th 2010: Donna Fenn, Author of UPSTARTS! GenY Entrepreneurs are Rocking the World of Business

Donna Fenn is contributing editor for Inc. Magazine and an expert on the entrepreneurial habits of Gen Y. Learn how eight key factors contribute to Gen Y business success: Building collaborative tribes; Deploying technology for competitive advantage; Disrupting the status quo; Deconstructing the Gen Y market; Generating branding buzz ; Leveraging social mission; Creating dynamic workplaces; Morphing and growing strategically. Whether studying Gen Y's approach to business to beef up one's bottom line or aiming to be tomorrow's great under-30 entrepreneur story, these concepts and steps will hel

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Featured Guest



Donna Fenn

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