Pivot: How Top Entrepreneurs Adapt and Change Course to Find Ultimate Success
Remy Arteaga, Joanne Hyland

DESCRIPTION

A proven approach to achieving entrepreneurial success in new corporate ventures and startups

Every day, business and corporate startups take action based on assumptions. Yet these assumptions are based largely on guesswork that leads to everything from costly mistakes to the failure of ventures. Fortunately, there are ways to overcome these issues and excel in your business endeavors—and this book will show you how.

Engaging and informative, Pivot provides entrepreneurs with practical guidance for achieving success in corporate ventures as well as new startups. Based on more than fifteen years of academic research and many more years of experience in business and corporate startups, this book skillfully addresses topics ranging from resources and organizational uncertainties to the scope and scale of new business opportunities.

• Reveals how to successfully conceptualize new business opportunities, pivot as required to experiment with these opportunities, and accelerate to the marketplace

• Captures the capabilities needed to quickly build a business by understanding and systematically reducing uncertainties from market landscape and technology to talent and organizational positioning

• The digital component of this book includes a world-class strategic innovation methodology that is in demand from corporations worldwide
Written with today's serious entrepreneur in mind, *Pivot* will provide you with the tools you'll need to get ahead of the competition and achieve consistent success.

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**ABOUT THE AUTHOR**

**Remy Arteaga** has more than twenty years' experience in entrepreneurial, innovative, and strategic roles. Remy began his career with GM, where he was part of an internal consulting group, the sole mission of which was to change the way GM did business. There, he developed ideation, customer needs, and competitive analysis business methods that were deployed throughout the company. Following GM, Remy spent several years as an IT consultant before launching his first startup. Over the next 20 years, Remy started up five successful startups in varied industries, from medical devices to software. As COO and founder of Extreme Interactive Media, Inc., he built the company into the top competitor in its media space. In 2007, Remy was named CEO of DualAlign LLC, an Albany, New York-based technology startup focused on computer vision software solutions. Most recently, Remy served as the Program Director of the Entrepreneurship Center at Rensselaer Polytechnic Institute.

**Joanne Hyland** is President of the rInnovation Group (rInnovation) and former Vice President, New Venture Development, at Nortel Networks. As a Founding Partner in rInnovation, Joanne works with major corporations across diverse industries in the U.S., Canada, Denmark, Germany, and elsewhere to link innovation with strategy and to develop systems, leadership and culture capabilities that drive growth and corporate renewal. Joanne speaks regularly on topics related to innovation and corporate entrepreneurship and is/has been a member of the MBA and executive education faculties at Babson College, the Business Institute in Denmark, the Danish Technical University, MIT, Rensselaer Polytechnic Institute, Stanford University, and the Tata Management Training Center. At Nortel Networks, Joanne and her team founded its internal venturing program, a multimillion-dollar investment fund that resulted in twelve business startups, one of which, Bill Me Later ®, reached close to a billion-dollar exit in October 2008 when it was bought by eBay/PayPal.

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