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Entrecode

David Hall

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A breakthrough study of entrepreneurial success by a leading expert in the field. David Hall spent 20 years researching what makes a successful entrepreneur. This book is the result. David Hall has spent years trying to discover what

distinguishes the entrepreneur from the ordinary mortal. He calls this behavioural code the "Entrecode" - a mix of traits, mindsets and abilities which combine to enable true entrepreneurial success. This book describes his quest to crack the code, by years of painstaking research and analysis. It was only when he brought in a sports trainer and neuroscientist from America, that he finally succeeded in identifying the secrets of the Entrecode. David Hall is a well-known British consultant, writer and broadcaster in the field of entrepreneurial skills, and a successful entrepreneur in his own right. In 1992 he won a BAFTA Award for his BBC1 Business series 'Winning' and the UK Premier Business Award for Television for the BBC2 programme 'Get Better or Get Beaten'. He was presented with the Ernst Young North Region Entrepreneur of the Year Award in the year 2000 for his support of entrepreneurs.

"David Hall has a real passion for understanding what works and how to make businesses work better. This book offers food for thought and practical advice as well as a fascinating insight into David's own approach to his craft." Professor Ted Fuller, Lincoln Business School, University of Lincoln, UK "The Entrecode bounces along like a holiday page-turner at the same time as delivering fresh insight drawn from fascinating individuals and their business achievements. Loved it." Dr Simon Haslam, Entrepreneur and co-owner FMR Research "David Hall has succeeded in making the discussion around entrepreneurship 'human'. Too often entrepreneurship publications only focus on technical issues neglecting the person behind everything - the entrepreneur. This book combines real life cases with sound advice on how entrepreneurs can improve themselves." Dr Gideon Maas, Director, Institute of Applied Entrepreneurship, Coventry University "This book is a game changer for individuals, organisations and society at large." Dinah Bennett, Director, International Centre for Entrepreneurship and Enterprise "David Hall's Entrecode approach has helped us to transform the fortunes of our business." Charlie Spencer, Entrepreneur and Owner, The Spencer Group
About the Author David Hall is a well-known consultant, writer and broadcaster in the field of entrepreneurial skills, and a successful entrepreneur in his own right. In 1992 he won a BAFTA Award for his BBC1 Business series 'Winning' and the UK Premier Business Award for Television for the BBC2 programme 'Get Better or Get Beaten'. He was presented with the Ernst Young North Region Entrepreneur of the Year Award in the year 2000 for his support of entrepreneurs.