



Elevate & Innovate: Transforming the world through entrepreneurial thinking

Download and read *IESE Business School Insight* magazine #166 on Elevated Entrepreneurship.



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Here's how to turn today's problems into opportunities via values-led entrepreneurship and people-focused leadership, building a more hopeful future for all.

Learn to think like an entrepreneur with 8 qualities necessary for next-level innovation. Our report features interviews with **David Katz of Plastic Bank**, who has turned plastic waste into a currency, tackling poverty and an environmental problem at the same time; and

Chetna Sinha, who, in establishing **Mann Deshi Bank**, has succeeded in transforming the lives of rural women in India.

Rounding out the report, IESE professors **Christoph Zott** and **Anneloes Raes** debunk three persistent myths about entrepreneurship, highlighting what it really takes to become an “elevated entrepreneur.”

Plus: How working remotely can both help and harm women’s career prospects. **Google’s Mitesh Agarwal** explains how generative AI is transforming search, and why every business needs to embrace AI or get left behind. Advice for how to spot and avoid entrepreneurial deception. The contexts putting your privacy at risk online. Finding our shared roots when managing across cultures. An interview with tech strategist **Joshua Gans** on how AI can slash costs, supercharge prediction and transform industries the way electricity did. And **Grant Dalton** shares lessons from his distinguished career in high-level sailing and as CEO of the America’s Cup, taking place in Barcelona in 2024.

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