Will the New Competitive Landscape Cause your Firm's Decline? It Depends on your Mindset Case Solution

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OVERALL

- Surpassed other "Success" books
  - not purely about setting goals and striving for them, etc...
- Looked into the mindset of those who are successful, and those who are not
- Gave examples and reasons for SUCCESS, and for FAILURE
- Tied in everything to TWO MINDSETS:
  - FIXED mindset
  - GROWTH mindset

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SCHOOL:

• Those in Fixed Mindsets:
  • worried about failure, set previous expectations for themselves, don't want to ruin their reputations in class or among classmates
• Those in Growth Mindsets:
  • Concerned more about growing and learning, understand that failure and mistakes and incorrect answers are only beneficial and educational

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FIXED MINDSET:

"Who cared about or enjoyed learning when our whole being was at stake every time she gave us a test or called on us in class?"
--Dweck, pg 6
**Favorite Story**

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