

# Strategies for Managing Change

## Entrepreneurship Endures

How to be a successful entrepreneur in a tough economy.

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An interview with the Andrew McAfee, author of *Enterprise 2.0: New Collaborative Tools for Your Organization's Toughest Challenges*, on his latest thinking about Enterprise 2.0

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Mercedes Politi, MBA '11

" I can understand how people go to MIT and build a company because it is an environment that makes you work hard and dream, and that is what I am looking forward to."

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