



The Maverick Effect: How to be a Daring Innovator and Effective Change-Maker

George Verdolaga

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In business guru George Verdolaga's new guide to tackling life and business head on, he brings the focus onto people who embody the characteristics of a maverick. Mavericks are the change-makers and ground-breakers who set the trends that hipsters follow. As the business world continues to change, those who identify as outsiders can provide unique and invaluable perspectives, and with the right confidence can become innovative mavericks themselves.

The Maverick Effect uses relatable and real-life examples to evaluate the traits, practices, and routines that make mavericks successful. Verdolaga provides comprehensible how-to advice, paving the path for anyone who has the drive to embrace the lifestyle of a maverick.

Set yourself apart from the herd. Take the initiative, give back to your community, be different: and others will follow.

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