

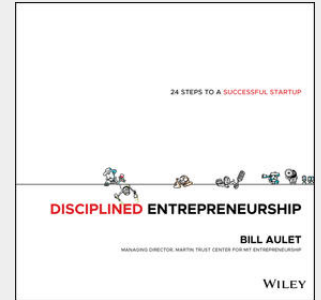
Aulet

Disciplined Entrepreneurship

24 Steps to a Successful Startup

24 Steps to Success! Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special - they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. You will learn: * Why the "F" word - focus - is crucial to a startup's success * Common obstacles that entrepreneurs face - and how to overcome them * How to use innovation to stand out in the crowd - it's not just about technology Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management. For more please visit <http://disciplinedentrepreneurship.com/>

Praise for Disciplined Entrepreneurship "Entrepreneurship is not only a mindset but a skill set. The 24 Steps presents a practical step-by-step process to channel the creative spirit to maximize the chances of success and ultimate impact." --Mitch Kapor, founder, Lotus Development Corporation "Entrepreneurship is a learned skill which can be honed through crisp execution. This book can help every entrepreneur dramatically increase the likelihood of success by providing step-by-step guidance on how to approach starting a new business. I recommend it to all ambitious entrepreneurs." --Doug Leone, Managing Partner, Sequoia Capital "While the spirit of entrepreneurship is often about serendipity, the execution is not. This book takes you through a systematic approach to significantly increase your odds of succeeding in making a world-changing and sustainable company." --Joi Ito, Director, MIT Media Lab "While I am not a big fan of business plans, I am a big fan of the business planning process. This book provides an invaluable comprehensive framework for innovation-driven entrepreneurs to execute the business planning process." --Brad Feld, Managing Director of the Foundry Group, co-founder of TechStars, and creator of the Startup Revolution book series



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