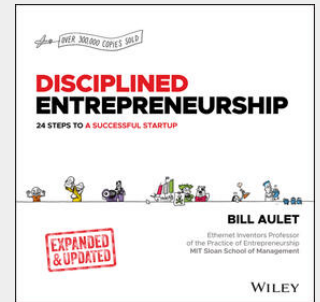


Disciplined Entrepreneurship

24 Steps to a Successful Startup, Expanded & Updated

An expanded & updated version of the award winning & bestselling one-stop entrepreneurial book used by hundreds of schools globally that has helped create or make better hundreds of thousands of entrepreneurs Disciplined Entrepreneurship Expanded and Updated starts by combining the timeless and insightful principles of Disciplined Entrepreneurship with the practical tools found in the Disciplined Entrepreneurship Workbook into a single, comprehensive package. The book also has been updated with recent developments in the field and examples as well as a robust new library of additional resources. Author, entrepreneur, professor, and Managing Director of the Martin Trust Center for MIT Entrepreneurship, Bill Aulet systematically walks readers through exactly how to create a successful startup. This book presents a detailed, sequential--but not linear--integrated and proven 24-step framework that any entrepreneur can apply immediately to improve their chances of entrepreneurial success. Readers will also find: * The number-one process reason that new ventures fail * Entrepreneurship is not an art, but rather a craft that can be learned * How the best idea or product is no assurance at all that you will win--there is much more Perfect for aspiring founders and entrepreneurs within existing organizations, Disciplined Entrepreneurship Expanded & Updated is also an invaluable resource for anyone who has already begun their entrepreneurial journey and needs practical, hands-on tools to help them take their business to the next level.

DISCIPLINED ENTREPRENEURSHIP THE PROVEN AND SYSTEMATIC WAY TO BUILD A NEW VENTURE "My go-to book when building my companies. Accessible, rigorous, gives clear direction." Frederic Kerrest, Co-Founder of Okta, author of Zero to IPO "A must-read. The first version, which was published in 2013, has proven to be the best book for entrepreneurs, investors, and entrepreneurship educators on building a high-growth startup. This update looks to be even better." Mark Gorenberg, Founder and Managing Director, Zetta Ventures; former Director of the US National Venture Capital Association (NVCA) "After having conducted a 10-year longitudinal research study on the effect of this methodology, the evidence is clear that it had a profoundly positive impact on participating students' rates of success (69% 5-year survival rate) and magnitude of success." Professor Daniela Ruiz Massieu, ITAM University, Mexico "Using this methodology with existing entrepreneurs showed dramatic improvement effective immediately. Within twelve months the companies saw an average increase of their annual revenue of 200%." Fiona Bennington, Director of Entrepreneurship, Catalyst Technology Hub, Belfast, Northern Ireland



41,00 €

38,32 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781394222513

Medium: Buch

ISBN: 978-1-394-22251-3

Verlag: John Wiley & Sons Inc

Erscheinungstermin: 21.03.2024

Sprache(n): Englisch

Auflage: 2. Auflage 2024

Produktform: Gebunden

Gewicht: 1066 g

Seiten: 400

Format (B x H): 220 x 220 mm

