

1.	Record Nr.	UNINA990007000190403321
	Autore	Giebel, Marion
	Titolo	Reisen in der Antike / Marion Giebel
	Pubbl/distr/stampa	Darmstadt : Wissenschaftliche Buchgesellschaft, 1999
	Descrizione fisica	242 p. : ill. ; 21 cm
	Disciplina	20
	Locazione	DDR
	Collocazione	DDR-XIX Fa 065
	Lingua di pubblicazione	Tedesco
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910726290503321
	Autore	Edge Charles S., Jr.
	Titolo	The Startup Players Handbook : A Roadmap to Building SaaS and Software Companies / / by Charles Edge, Chip Pearson, Amy Larson Pearson
	Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2023
	ISBN	9781484293157 1484293150
	Edizione	[1st ed. 2023.]
	Descrizione fisica	1 online resource (690 pages)
	Disciplina	658.421
	Soggetti	Entrepreneurship New business enterprises Business Management science Business and Management
	Lingua di pubblicazione	Inglese
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	Livello bibliografico	Monografia
	Note generali	Includes index.

Nota di contenuto

Chapter 1: The Mission -- Chapter 2: The Philosophy -- Chapter 3: Founding the Company -- Chapter 4: The Product -- Chapter 5: Leadership -- Chapter 6: Management -- Chapter 7: The Humans -- Chapter 8: The Technology -- Chapter 9: Accounting and Finance -- Chapter 10: Sales -- Chapter 11: Marketing -- Chapter 12: Public Relations -- Chapter 13: Support -- Chapter 14: Scale -- Chapter 15: Services -- Chapter 16: Capital -- Chapter 17: Hard Decisions.

Sommario/riassunto

Modern startups are on an assembly line from seed to later-stage series financing. As they make that journey, founders need to have a working knowledge of dozens of fields if they're going to scale a company. SaaS is a unique set of skills across those disciplines. This book focuses on gaining a working understanding of what specialists will do in those fields as an organization grows and how founders can leverage the basics to get those capabilities started so once professionals are hired in each, they can hit the ground running with authentic materials. Founders will be pulled in a lot of directions as they find success, so the book looks at what to do with each discipline at each stage of growth. The hardest part to creating a startup is to just start the thing. This book covers when to bootstrap, apply to accelerators, seek seed capital – and where to do those things. It also covers some of the earlier questions like how to write a mission statement, where to find investors, what technical stacks to use, how to HR, how to sell, and more importantly, when a founder should spend time on each discipline. A way to look at the tech stack and the ever-changing landscape to keep technical debt low and the ability to respond to ever-changing market forces high. You will: The nuts and bolts of which type of corporation to found, impacts to taxes, equity, and of course more philosophy. Researching, pricing, and planning to take that wonderful innovation to market and expanding into a portfolio. Leadership styles—each has its place and so we look at ways to level up that domain Management—going beyond inspiration, from those regularly scheduled meetings to helping people grow to task management. Basic accounting and finance skills with terms and guidance on revenue treatment.
