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Nota di contenuto

Cover; Contents; Preface; Introduction; PART ONE: SIX START-UP CHOICES; 1 Setting Goals: What Makes You Hungry?; 2 Picking Markets: Feed Your Customers and They'll Feed You; 3 Raising Capital: Maintain Your Fighting Weight; 4 Building the Team: Whom Do You Invite to the Table?; 5 Gaining Share: Satisfy Your Customers' Cravings; 6 Adapting to Change: Don't Let Others Eat Your Lunch; PART TWO: IMPLICATIONS FOR STAKEHOLDERS; 7 Straight Talk from Start-Up Capital Providers; 8 Can Big Companies Train Entrepreneurs?; 9 Resources; Notes; Acknowledgments; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; NO; P; Q; R; S; T; U; V; W; X; Y; Z; About the Author

Sommario/riassunto

A celebrated professor and practitioner of entrepreneurship provides the definitive handbook on entrepreneurial strategy. Based on more than 150 case studies of successful business that started from the ground up.