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| Nota di contenuto | The Agile Startup: Quick and Dirty Lessons Every Entrepreneur Should Know; Copyright; Contents; Why You Should Read This Book; The Entrepreneur's Life Cycle; Chapter 1: Agile Philosophy; Rule #1; What's Your Why?; You Are Wrong; Heaven . . . and Hell; You Get Only 15,000 Days; The Entrepreneurial Method; Focus on Problems, Not Solutions; Three Requirements for Success; Dreamers versus Doers; Get Out of the Building; Business Plans Are Worthless; Let Them Steal It; Embarrass Yourself; Fail Fast-and Often; Contain Risk as Early as Possible; First, Decide What Not To Do; Rules? What Rules? FOCUS-Follow One Course Until SuccessfulDon't Drink the Kool-Aid; Get in over Your Head; There Is No Silver Bullet; It Ain't a Problem 'Til It's a Problem; Launch to Learn; Resourcefulness, Not Resources; Chapter 2: Make It Feasible; Is it Feasible?; ASS Out of U and ME; Three Questions You Must Answer; Double Your Worst Case; Five Risk Factors; Product 1.0-A Brochure; Good Ideas, Bad Businesses; Wrong Questions-Wrong Answers; Vitamin, Painkiller, or Cure?; Create Massive Value; Why Won't It Work?; Show Me the Money; Does It Pencil?; Play Dumb; Take a Haircut; If You Build It, Will They Come? Prefer Variable to FixedGo Bootstrap Yourself; The First Rule to Making |

Money; The First Dollar Is the Hardest; Bottoms Up!; Build a (Bad) Financial Model; How Much Runway?; Know Your Do-or-Die Numbers; Chapter 5: Marketing; Luck Is Not a Plan; What's Your Positioning?; Hold the Presses; Old Meets New; Sell Wants, but Deliver Needs; How Can I Help You?; Turn 1 into 2+; Do It Twice; Perception Is Reality; Be a Guerrilla Marketer; The Secret to Writing Copy That Sells; Promise . . . Then Overdeliver; Your Brand Talks; Chapter 6: Team; Not So Fast, Partner; Get a Pre-Nup; ABCs of Hiring Your Startup Is a BoatThe Build/Sell Team; Make Sure You're Aligned; How to Get the Best People; Fire Yourself; You Are Not Scalable; Mess with the Vest, Die Like the Rest; Delegate, Don't Abdicate; Form an Advisory Board; Who's the Boss?; The Right Partner Formula; Hire Slow, Fire Fast; Sharing a Submarine; Chapter 7: Pitching Your Startup; Get Your Story Straight; Get to the Next Step; Half as Long Is Twice as Good; First Rule of Elevator Pitches; Get Used to Rejection; Use the Use Case; Make It Stick; Name It and Frame It; Find the Hot Buttons; Fake It 'Til You Make It Be Simple, Not Simplistic

Sommario/riassunto

An inspiring and impactful compilation of the most important lessons of entrepreneurship The tools of a digital age make it easier than ever to start a new business. And with billion-dollar IPOs and acquisitions making weekly headlines, the potential rewards are enormous. But even with all of the advantages and resources that today's entrepreneurs have access to, the likelihood of any one business succeeding is slim. That's why you need the simple, clear lessons found in The Agile Startup. Engaging and informative, The Agile Startup doesn't offer step-by-step instructi
