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Titolo	48-Hour Start-up: From Idea to Launch in 1 Weekend
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Sommario/riassunto	Fraser Doherty's 48-Hour Start-Up is your handy and essential cheat sheet to starting your own business giving the key steps for developing an idea and getting it to market quickly. Almost everyone dreams of starting their own business but very few do. But what if it only had to be a decision of a weekend and it didn't cost a fortune? In 48-Hour Start-Up, Fraser Doherty uses his experience building a multi-million-dollar company to attempt an experiment; starting with a blank piece of paper, he sets out to start a profitable new business over a weekend, without relying on any technical ability whatsoever. He succeeds and you can, too. By following his journey, in which Fraser shares all of his lessons and mistakes, he will explain all of the shortcuts and online tools that make it possible to: Come up with a business idea without the guesswork Create a kick-ass brand, website and on-line marketing campaign Promote your product 48-Hour Start-Up pioneers the idea of a microbusiness, a creative outlet, income stream and business you can run in your spare time at the weekends without having to quit the day job. This book is perfect for Young entrepreneurs Students learning about start-ups Established entrepreneurs looking for shortcuts Teams within corporates who want to create a more innovative and competitive environment