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Nota di contenuto	SHOUT OUTS THE BIRTH OF ZOOM WHY LISTEN TO US: The Authors on The Authors INTRODUCTION: Launching a business has just got quicker 1. CREATING YOUR EUREKA MOMENT: How to catch an idea 2. THE TROUBLE WITH TOO MUCH PLANNING: Why doing is more useful than planning 3. GETTING TO GRIPS WITH YOUR MISSION: Why you need to understand what s Driving You 4. SET A GOAL: Knowing where you want to go is the first step to getting there 5. LICENCE TO BE CURIOUS: How snooping about leads to business success 6. SHAPING YOUR IDEA: How to box up your business for your customers 7. IMAGINE IT! How to be a visionary 8. THINK LIKE A SPEEDBOAT: Lessons in Agility 9. EMBRACE BUSINESS DOING: The Power of getting stuff done 10. SALAMI STEPS: How to make your business happen slice by slice 11. TELLING YOUR STORY: Making your business stand out from the crowd 12. THINK LIKE A KID: Why you should keep it simple 13. THE POWER OF COLLABORATION: When two minds is better than one 14. MAGIC UMBRELLA: How to deal with challenges 15. LAUNCH IN BETA: What you can learn from a software company 16. YOUR LAUNCH DAY: Hell Yeah 17. CREATE A DASHBOARD: Adjusting your business for success AND THAT S A WRAP! ZOOM THINKING: A CHECKLIST INDEX

## Sommario/riassunto

The contents of this book cover the trouble with too much planning, getting to grips with your mission, licence to be curious, think like a speedboat, embrace doing business, the power of collaboration, and much more.

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