

1. Record Nr.	UNINA9910254670403321
Autore	Mahroum Sami
Titolo	Black Swan Start-ups : Understanding the Rise of Successful Technology Business in Unlikely Places // by Sami Mahroum
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2016
ISBN	1-137-57727-4
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XXIII, 254 p. 3 illus. in color.)
Disciplina	658.421
Soggetti	New business enterprises Small business Organization Planning Internet marketing Management Industrial management Information technology Business—Data processing Start-Ups/Venture Capital Small Business Online Marketing/Social Media Innovation/Technology Management IT in Business Case studies.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Sommario/riassunto	This book explores startups that have thrived against the odds in places where startup success was deemed to be unlikely. Discussing a number of technology startups from around the world that have succeeded without state backing nor local venture and seed capital, Black Swan Start Ups provides unique insights into unsung models of

success beyond the two dominant narratives of Asia's 'Tiger Economies' and America's Silicon Valley miracle. The author describes these stories of success as 'black swan events' and ascribes their achievements to the ability of entrepreneurs to leverage the 'place surplus' of their locations, while building connections to support networks outside their immediate geographies. Including case studies such as Skype in Estonia, SoundCloud in Germany and Bayt.Com in Dubai, this insightful book gives a holistic and wide-ranging view of how technology startups have, and can, succeed in less likely places. .
