

1. Record Nr.	UNINA9910458544303321
Autore	Kander Diana
Titolo	All in startup : launching a new idea when everything is on the line // Diana Kander ; foreword by Steve Blank
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2014 ©2014
ISBN	1-118-85767-4 1-118-85776-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (304 p.)
Classificazione	BUS025000
Disciplina	658.1/1
Soggetti	Entrepreneurship New business enterprises Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	All in Startup: Launching a New Idea When Everything Is on the Line; Copyright; Contents; Foreword; A Letter from Thom Ruhe: Vice President of Entrepreneurship at the Kauffman Foundation; Introduction; Chapter 1: First Appearances Can Be Deceiving; Chapter 2: You're Not Fooling Anyone; Chapter 3: You Can't Sell Anything by Doing All of the Talking; Chapter 4: It's How Well You Lose, Not How Well You Win, That Determines Whether You Get to Keep Playing; Chapter 5: The Real Pros Don't Play Every Hand; Chapter 6: Vanity Metrics Can Hide the Real Numbers That Matter to Your Business Chapter 7: You Won't Find a Mentor if You Don't AskChapter 8: Put Your Customers and Their Needs before Your Vision for a Solution; Chapter 9: Don't Gamble-Use Small Bets to Find Opportunities; Chapter 10: Even Experts Need to Prepare for New Terrain; Chapter 11: People Don't Buy Visionary Products They Buy Solutions to Their Problems; Chapter 12: Only Customers Can Tell You if You've Found a Problem Worth Solving; Chapter 13: Hoping and Praying for Luck Is Not a Strategy; Chapter 14: It's Never Too Late to Test Your Assumptions Chapter 15: The Secret to Customer Interviews Is Nonleading, Open- Ended QuestionsChapter 16: The Only Way to Get Good at Customer

Interviews Is to Practice; Chapter 17: Finding Out Your Assumptions Were Wrong Is Just as Valuable as Proving Them Right; Chapter 18: Don't Pivot to a New Idea without Testing Your New Assumptions; Chapter 19: Save Your Chips for When You'll Need the Least Amount of Luck to Win; Chapter 20: Successful Entrepreneurs Recognize Failure, Fold, and Live to Fight Another Day; Chapter 21: Test Your Assumptions before Committing Any Resources to an Idea Chapter 22: Luck Can Be Engineered if You Take Emotion Out of the EquationChapter 23: Every Successful Entrepreneur Has More Failures than Successes; Chapter 24: The Harder You Work, the Luckier You'll Get; Chapter 25: Opportunities to Find Prospective Customers Are Everywhere-You Just Have to Look; Chapter 26: The Best Feedback from Potential Customers Comes from Meticulous Interviews; Chapter 27: Recognize the Vanity Metrics to Avoid Big Losses; Chapter 28: Keep Interviewing Customers until You Find a Migraine Problem Worth Solving Chapter 29: People Can't Help Themselves from Sharing When You Bring Up a Migraine ProblemChapter 30: Stay Objective in Your Interviews Whether You Are Getting Good or Bad News; Chapter 31: Nothing Else Matters until You Can Prove That Customers Want Your Product; Chapter 32: Luck Makers Seek Out New Experiences and Find Opportunities Wherever They Go; Chapter 33: Luck Is Not a Good Strategy for Poker or Business-It's the Outcome of a Good Strategy; Chapter 34: To Prove Demand, Find the Shortest Path to the Ultimate Customer Action; Chapter 35: Prepare for Bad Luck by Building Up Reserves Chapter 36: Fear and Inaction Are the Two Greatest Threats to Your Business Idea

Sommario/riassunto

"A book for anyone who has started a business, thought about starting a business, or just been close to someone who has, All In Startup introduces the reader to the latest advances in entrepreneurship, including a new understanding of how to launch a company in a way that dramatically improves its chances of success. The "business plan" curriculum taught in most M.B.A. programs is on the verge of extinction. A new "scientific method" of entrepreneurship built around forming and testing basic assumptions will soon replace the tired old model. The book, told through a case study approach, follows the story of Owen Chase who is tasked with turning his company around in 9 days. Through rich storytelling, All In Startup provides a book-length case study to showcase a new type of entrepreneurship, revealing innovative business principles and the emotional reality of entrepreneurship that goes tragically unmentioned during business school"--
