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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

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#### 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"--

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