

1. Record Nr.	UNINA9910786693303321
Autore	Gruber Frank
Titolo	Startup mixology : Tech Cocktail's guide to building, growing, and celebrating startup success // Frank Gruber
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2014 ©2014
ISBN	1-118-89877-X 1-118-89873-7
Descrizione fisica	1 online resource (275 p.)
Classificazione	BUS000000
Disciplina	658.1/1
Soggetti	High technology industries - Management New business enterprises - Management Technological innovations - Management Entrepreneurship
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part 1 : getting started. Entrepreneurial mind ; Ideas ; Action ; Formation -- Part 2 : product. Product-market fit ; Launch ; Metrics -- Part 3 : team and people. Team ; Culture ; Celebration ; Relationships -- Part 4 : sales and marketing. Marketing ; Sales -- Part 5 : money. Bootstrapping ; Funding -- Part 6 : growth and change. Failure ; Success. The Harsh Reality
Sommario/riassunto	"Entrepreneurship starts with an idea and a dream: a dream of a better world for others, and a life less ordinary for yourself. These days, more people than ever are full of world-changing ideas and, thanks to technology, have the means to bring them to life. But many ideas remain just ideas, and many dreams just dreams.Startup Mixology is first and foremost a book about turning your ideas into action. From the co-founder of media company Tech Cocktail, this book covers the basic "ingredients" of winning entrepreneurship. No abstract theories here - it shows you how to tackle everything from idea generation to launch to marketing to funding and how to start getting things done. Once you've taken that first step, the journey has only begun. Startup

Mixology tells it like it is - and it's not easy! You'll learn about the harsh reality of starting up: what happens when you offend your customers, get no attention, or run out of money. These are the stories you don't always hear in the media. In the end, Startup Mixology is an optimistic book. You can do this - and you can have fun doing it, too. Every chapter also shows you how to enjoy the journey along the way - because if you don't, what's the point of it all? From cake baking to workations to llama parades, you'll learn how entrepreneurs around the world stay sane, reduce stress, and celebrate the positive. This may seem fluffy, but it's actually one of the biggest secrets of successful startups. Inside, you'll find the stories of companies like MakerBot, WordPress, Zappos, Basecamp, Uber, and more. Hear in their own words how they survived the startup phase, and learn from the straightforward and conversational Frank Gruber, who has met thousands of entrepreneurs and watched them grow their businesses. In many ways, entrepreneurship will be the most difficult undertaking of your career. But if you can find the right balance of hard work, support, and celebration, it can also be the most rewarding. Startup Mixology takes you through the whole process from start to finish, so you can begin the incomparable journey of turning your great ideas into great startups"--

"Startup Mixology combines 20 "key ingredients" for starting, growing and running a business. The book is comprised of actionable items, mixed in with stories from successful entrepreneurs and companies. It will answer questions that entrepreneurs have when starting up, from structural questions to how to get traction with your product, and more. Lessons include: how to think like an entrepreneur, turning your ideas into action, how to build a team, launching your product, creating marketing delight, and more"--
