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Concepts into Action"; "Chapter 5: Exercising Funding and Financial Options"; "Becoming Aware of Funding Options"; "Fighting Financial Biases and Reassessing Prior Funding Methods"; "Managing the Dilution-Valuation Paradox"; "Stretching Your Cash Reserves"; "Planning an Exit Strategy"; "Putting Concepts into Action"
"Chapter 6: Working with Various Deadlines and Milestones"
Identifying Deadlines Entrepreneurs Face, and Determining Their Flexibility"; "Learning to Work with Various Deadline Mentalities"; "Avoiding Date Inflation"; "Negotiating Imposed Deadlines"; "Keeping Your Ego in Check"; "Putting Concepts into Action";
"Chapter 7: Repurposing Products, Services, and People"; "Introducing Three Categories of What May Be Repurposed, Plus One"; "Paying Attention to Unexpected Possibilities"; "Using Change as a Catalyst for Repurposing"
"The Three Rs of Repurposing: Repositioning, Redirecting, and Rejuvenating"
"Licensing Tactics"; "Putting Concepts into Action";
"Chapter 8: Overcoming Entrepreneurial Inflexibility"; "Conquering Factors That Can Lead to Inflexibility"; "Vanquishing a Disheartening Business Failure"; "Getting Beyond the "Foolproof Formula";
"Surmounting Complacency After Sustained Success"; "Surviving Personal Financial Problems"; "Shaking Competitive Lethargy"; "Defeating Crippling Indecisiveness"; "Refusing to Get Stuck in the Past"; "Putting Concepts into Action"
"PART III: MONITORING AND TROUBLESHOOTING"

Sommario/riassunto

Funding falls apart. A similar product is unveiled by a more established company. A key employee jumps ship to work for a competitor. These are the unexpected obstacles that derail even the most promising new ventures. Entrepreneurs determined to keep up with today's constantly changing business environment need to stay nimble enough to shift their strategies, products, and services on a dime. Yet many fail to master this essential new mindset: agility. Featuring real-life case studies and invaluable tools, Th
