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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
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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"--