

1. Record Nr.	UNINA9910463782203321
Autore	Aulet Bill <1958-, >
Titolo	Disciplined entrepreneurship [[electronic resource]] : 24 steps to a successful startup / / Bill Aulet; illustrations by Marius Ursache
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, 2013
ISBN	1-118-72081-4 1-118-72088-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (xvi, 272 pages) : illustrations (chiefly color)
Disciplina	658.11
Soggetti	New business enterprises - Management Entrepreneurship Electronic books.
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	Six themes of the 24 steps. Getting started ; Market segmentation ; Select a Beachhead Market ; Build an end user profile ; Calculate the total addressable market (TAM) size for the beachhead market ; Profile the persona for the beachhead market ; Full life cycle use case ; High-level product specification ; Quantify the value proposition ; Identify your next 10 customers ; Define your core ; Chart your competitive position ; Determine the customer's decision-making unit (DMU) ; Map the process to acquire a paying customer ; Calculate the total addressable market size for follow-on markets ; Design a business model ; Set your pricing framework ; Calculate the lifetime value (LTV) of an acquired customer ; Map the sales process to acquire a customer ; Calculate the cost of customer acquisition (COCA) ; Identify key assumptions ; Define the minimum viable business product (MVPB) ; Show that "the dogs will eat the dog food" ; Develop a product plan -- Postlude : A business is more than 24 steps.
Sommario/riassunto	24 Steps to Success! Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special - they simply make great products. This book will show you how to create a successful startup through developing an

innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply. You will learn: Why the "F" word - focus - is crucial to a startup's success Common obstacles that entrepreneurs face - and how to overcome them How to use innovation to stand out in the crowd - it's not just about technology Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management.

2. Record Nr.	UNINA9910150559303321
Autore	Gessner Ingrid <1972->
Titolo	Yellow fever years : an epidemiology of nineteenth-century American literature and culture / / Ingrid Gessner
Pubbl/distr/stampa	Frankfurt am Main, [Germany] : , : Peter Lang Edition, , 2016 ©2016
ISBN	3-653-06755-3 3-631-69719-8
Descrizione fisica	1 online resource (284 pages) : illustrations
Collana	Regensburg Studies in British and American Languages and Cultures, , 1615-925X ; ; Volume 52
Disciplina	810.9/356
Soggetti	American literature - 19th century - History and criticism Literature and medicine - United States - History - 19th century Diseases and literature - United States - History - 19th century Yellow fever - United States - History - 19th century Epidemics in literature Yellow fever in literature
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.

3. Record Nr.	UNINA9910823711403321
Autore	Meyer-Stabley Bertrand
Titolo	Kate Middleton : la vie de Catherine, duchesse de Cambridge // Bertrand Meyer-Stabley
Pubbl/distr/stampa	Paris : , : La boite a Pandore, , [2018]
ISBN	2-39009-130-X
Descrizione fisica	1 online resource (208 pages) : illustrations
Disciplina	941.085092
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia