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	Nota di contenuto	Persistence of vision -- Stories of your life and others -- Picking up the pieces -- The persona protocol -- Fortune's wheel -- The crowded shadows -- The lunatic cafe -- Streams of silver -- The invention of everything else -- The terminal experiment -- Fables and reflections -- Kings of the north -- The entropy tango -- A pleasure to burn -- The new recruit -- The enigma score -- Standard hero behavior -- The darkest road -- Ghost writer in the sky -- Million-dollar gamble -- Spheres of influence -- Heart journey -- A pirates tale -- Test of the twins -- Culture clash.
	Sommario/riassunto	"Real-world tools to build your venture, grow your business, and avoid mistakes Startup, Scaleup, Screwup is an expert guide for emerging and established businesses to accelerate growth, facilitate scalability, and keep pace with the rapidly changing economic landscape. The

contemporary marketplace is more dynamic than ever before—increased global competition, the impact of digital transformation, and disruptive innovation factors require businesses to implement agile management and business strategies to compete and thrive. This indispensable book provides business leaders and entrepreneurs the tools and guidance to meet growth and scalability challenges head on. Equal parts motivation and practical application, this book answers the questions every business leader asks from the startup ventures to established companies. Covering topics including funding options, employee hiring, product-market validation, remote team management, agile scaling, and the business lifecycle, this essential resource provides a solid approach to grow at the right pace and stay lean. This book will enable you to: Apply 42 effective tools to sustain and accelerate your business growth Avoid the mistakes and pitfalls associated with rapid business growth or organizational change Develop a clear growth plan to integrate into your overall business model Structure your business for rapid scaling and efficient management Startup, Scaleup, Screwup: 42 Tools to Accelerate Lean & Agile Business Growth is a must-read for entrepreneurs, founders, managers, and senior executives. Author Jurgen Appelo shares his wisdom on the creative economy, agile management, innovation marketing, and organizational change to provide a comprehensive guide to business growth. Practical methods and expert advice make this book an essential addition to any business professional's library."
--Publisher.