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The Complete Handbook For
Creating Successful New High
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***High Tech Start
Up, Revised And
Updated: The
Complete Handbook
For Creating
Successful New
High Tech
Companies***

This revised and updated edition of Nesheim's underground Silicon Valley bestseller incorporates twenty-three case studies of successful start-ups, including tables of wealth showing how much money

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founders and investors realized from each venture. The phenomenal success of the initial public offerings (IPOs) of many new internet companies obscures the fact that fewer than six out of 1 million business plans submitted to venture capital firms will ever reach the IPO stage. Many fail, according to start-up expert John Nesheim, because the entrepreneurs did not have access to the invaluable lessons that come from studying the real-world venture experiences of successful companies. Now they do. Acclaimed by entrepreneurs the world over, this practical

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handbook is filled with hard-to-find information and guidance covering every key phase of a start-up, from idea to IPO: how to create a winning business plan, how to value the firm, how venture capitalists work, how they make their money, where to find alternative sources of funding, how to select a good lawyer, and how to protect intellectual property. Nesheim aims to improve the odds of success for first-time high-tech entrepreneurs, and offers an insider's perspective from firsthand experience on one of the toughest challenges they face -- convincing venture

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capitalists or investment banks to provide financing. This complete, classic reference tool is essential reading for first-time high-tech entrepreneurs, and entrepreneurs already involved in a start-up who want to increase their chances of success to rise to the top. Foreword by Bill Gates LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon, Facebook, or Airbnb? Yet those who actually manage

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to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion –as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and

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Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

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This book presents a comprehensive look at the issues related to the commercialization of intellectual property, and contains three major themes that infuse all of the concepts presented: value creation, speed, and entrepreneurship. It enables readers to understand different business models and processes from mainstream types of businesses, and teaches them how to successfully commercialize the intellectual property they develop. The book focuses on management, marketing, product development, and operations strategies that

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work in a high tech environment. A four-part organization covers: The Foundations of Technology Commercialization, Intellectual Property and Valuation, Financial Strategies for Technology Start-Ups, and The Transition from R&D to Operations. For potential entrepreneurs and corporate venturers.

Thinking of starting your own business in high-tech? Do yourself a huge favor by reading this book first. The authors, both veterans of many start-ups, address topics vital to your start-up success, such as: Finding start-up opportunities Leaving your current employer but

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keeping your ideas Protecting
your intellectual property
Managing the five critical
elements of a successful start-up
Securing start-up financing
Dealing successfully with venture
capitalists Writing a winning
business plan Creating a
management team Handling
employment and
compensation--who to hire and
how to pay them Avoiding the
most common mistakes
entrepreneurs make
Understanding company
valuation and exit strategies
James Swanson and Michael
Baird lay out all the basic
concepts clearly, step by step.

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They demystify the start-up process with frank advice, insiders' tips, and "been there" examples. On-point case studies show you what to do--and what to avoid. An expanded list of resources steers you to help when you need it. You'll learn what it takes for you to create and manage a start-up, and the personal characteristics required to be successful in your new venture. In good economies and bad, entrepreneurs will continue to lead the way to new markets, new ventures, and new technologies. With this comprehensive new guide, you have a great start to start-up

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success!

Since 1975 more than 2 million people preparing for their engineering, surveying, architecture, LEED, interior design, and landscape architecture exams have entrusted their exam prep to PPI. For more information, visit us at www.ppi2pass.com.

All start-up businesses must be founded on product expertise, a grasp of digitization, and being aware of market forces. Tech start-ups also need a unique understanding of accounting to succeed, knowledge which is required to power their more innovative business models, and

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the ways of working that drive technology-based businesses. Unlike traditional accounting manuals or those aimed more generally at small business operators, Financial Management for Technology Start-Ups concentrates on what is important in financial terms for technology-based and innovation focused entrepreneurial businesses. Featuring a simple yet effective 'Start-Up Financial Control Loop' and 'Tech Start-Up Tracker,' Financial Management for Technology Start-Ups offers a complete and must-have financial toolkit for launching and managing a tech start-up. The

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book covers all relevant facets of accounting and finance not covered by any other publication by using straight-forward language, extensive practical illustrations and case studies to demonstrate the financial understanding that has become essential to technology and innovation-based start-ups.

The Story of Israel's Economic Miracle

The Tech Entrepreneur's Survival Guide: How to Bootstrap Your Startup, Lead Through Tough Times, and Cash In for Success

The Making of New York's Startup Community

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Entrepreneurial Experiences and
Insights
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How Founders and Their
Successors Can Avoid the
Clichés That Inhibit Growth
The Evolution of an Israeli High-
tech Start-up

You've Got Time

Financial Management for
Technology Start-Ups

This book provides
actual entrepreneurial
stories giving insight
into the pitfalls and
successes one might find
in starting or even
continuing with a small
high-tech business.

Insights into

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innovative, speculative,
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and (largely) successful
new ventures, as
experienced by those who
went through the
process, are
complemented by comments
and observations from
others in the field
including researchers,
economists, investors,
regional development
agencies, technology
transfer organizations,
and universities. The
book is recommended to
entrepreneurs in all
high technology
disciplines and in

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particular for students and early career professionals. It can be also useful for undergraduate and postgraduate courses in entrepreneurship, which many institutions are currently introducing, and to those who are interested in how a high-tech business might develop.

This book examines the impact of CEOs on firm performance and focuses on their role in science-based innovation to answer the question, is

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it possible to lead highly complex R&D projects and innovation that you do not understand? Today, science and technology move so fast that even managers of R&D teams can become quickly disconnected from new developments. Similarly, business leaders may be required to lead organisations with technical knowledge beyond their own expertise. How to manage teams and retain respect and influence is a

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recognised challenge. Filled with insight from managers and CEOs in science and technology organisations, the book unlocks the skills required to balance the leadership and managerial needs of the organisation, motivate the technical teams and drive successful innovation in new product development environments. Due to the vital role played by experts in a chosen field of technical and scientific expertise,

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the book also describes what these specialists need and expect from their leaders. The book is required reading for managers in high tech and scientific environments - the CEO, CSO and the R&D manager. It can also be used as a classroom reference book on the management skills required for leading high-tech projects. So how much are we worth, in your opinion? I asked. Just in case someone, maybe you, wants to buy us tomorrow

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morning, how much are we worth? Rick Gardner, obviously delighting in the wine's clarity as he held it up against the light, replied, In my estimation, New Dimension is worth six hundred, maybe six hundred and twenty million dollars. Then he laughed, and emptied his glass. This exchange, which took place in a meeting in Germany, marks a turning point in the history of The New Dimension Software, one of the most successful

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software companies in Israel in 1999 which was subsequently sold to Texas- based BMC Software for 675 million dollars. Nordau to NASDAQ is the moving story of Roni Einav, a pioneer entrepreneur in Israeli high-tech, whose journey to success began in the modest environments of an apartment on Tel-Aviv's Nordau Boulevard. Encouraged to believe that free enterprise, determination and perseverance are the

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keys to real achievement, he started to make his way. The book exposes the power struggles, moves and bold decisions that led to the extraordinary success of The New Dimension from its earliest beginnings. Mr. Einav describes his considerable experience and raises the curtain on trade secrets: How do you recognize a good idea? How do you cope with bureaucracy or inner dissent? How do you identify or create a

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significant share for
Creating Successful New High
your software products
Tech Companies
in the global market?

Where can you find
financing and what can
you do if you are not
successful in your
search? The book offers
an insight into how to
balance family and
professional life, and
still achieve
significant success. Mr.
Einav, whose personal
journey coincides with
that of the State of
Israel, has served his
country in a weapons
development unit, and

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participated in major new urban planning and construction in Iran of the Shah. Nordau to NASDAQ highlights the amazing talents, vision, leadership and dedication of one man, who played an integral role in the development of the Israeli high-tech industry, helping transform this small nation into a land of start-ups, with the largest number of companies traded on Wall Street after the U.S. and Canada.

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In 1950, an electronic company, Radiation, Inc, was founded in the rustic town of Melbourne, Florida. Over the next few years, Radiation achieved a remarkable reputation in many fields, including Pulse Code Modulation (PCM) Telemetry, Instrumentation Systems, large tracking antennas, radar reflectivity, and space hardware, including some still on the moon. This book documents some of the hardware and

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technological achievements of the company and its amazing cadre of employees. A number of personal memoirs and anecdotes are included, of and by many of these employees. The book also describes the local community of the 1950's and 1960's and how Radiation contributed to its development. In 1957, Radiation merged with Harris Corporation (then Harris-Intertype), whose present business still reflects the Radiation

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heritage.

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Financial aspects of
launching and operating
a high-tech company,
including risk analysis,
business models, U.S.
securities law,
financial accounting,
tax issues, and stock
options, explained
accessibly. This book
offers an accessible
guide to the financial
aspects of launching and
operating a high-tech
business in such areas
as engineering,
computing, and science.
It explains a range of

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subjects—from risk analysis to stock incentive programs for founders and key employees—for students and aspiring entrepreneurs who have no prior training in finance or accounting. The book begins with the rigorous analysis any prospective entrepreneur should undertake before launching a business, covering risks associated with a new venture, the reasons startup companies fail, and the stages of

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financing. It goes on to discuss business models and their components, business plans, and exit planning; forms of business organization, and factors to consider in choosing one; equity allocation to founders and employees; applicable U.S. securities law; and sources of equity capital. The book describes principles of financial accounting, the four basic financial statements, and financial ratios useful

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in assessing management performance. It also explains financial planning and the use of budgets; profit planning; stock options and other option-type awards; methodologies for valuing a private company; economic assessment of a potential investment project; and the real options approach to risk and managerial flexibility. Appendixes offer case studies of Uber and of the valuation of Tentex.

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Why Startups Fail
Creating Successful New High
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How Today's
Entrepreneurs Use

Continuous Innovation to
Create Radically
Successful Businesses

A Tale of Startup
Survival Or How to
Achieve Radical Growth
with Systems & Design
Thinking

Entrepreneur
The Growing Movement
That Is Destroying the
Happiness and Success of
Entrepreneurs

Business Posts from a
Journeyman Entrepreneur
The High-Tech CEO

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Anticipating and
Avoiding the Pitfalls
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That Can Sink a Startup

Although start-ups represent a major phenomenon in the USA, they also create skepticism and even suspicion, perhaps because of the excesses of the Internet bubble. Apple, Microsoft, Intel, Cisco, Yahoo and Google were all start-ups and these success stories show that the phenomenon is not mere speculation. The goal of this book is to show start-ups from a different angle. Start-ups are created by individuals

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who are passionate and who have dreams. Therefore this work should not only be read by specialists of innovation or by high tech entrepreneurs, but also by anyone interested in the history and economics of start-ups. The book is presented in two parts: it begins with a presentation of Silicon Valley start-ups, which ends with a description of the ecosystem of this region. The second part is dedicated to Europe, where the start-up phenomenon has failed in comparison. The main message is that it

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**is absolutely necessary to
take more inspiration from
Silicon Valley.**

**Outlines a revisionist
approach to management
while arguing against
common perceptions about
the inevitability of startup
failures, explaining the
importance of providing
genuinely needed products
and services as well as
organizing a business that
can adapt to continuous
customer feedback.**

**Here is the bestselling
guide that created a new
game plan for marketing in
high-tech industries.**

Crossing the Chasm has

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become the bible for bringing cutting-edge products to progressively larger markets. This edition provides new insights into the realities of high-tech marketing, with special emphasis on the Internet. It's essential reading for anyone with a stake in the world's most exciting marketplace.

The Founder's Dilemmas examines how early decisions by entrepreneurs can make or break a startup and its team. Drawing on a decade of research, including quantitative data on almost

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ten thousand founders as well as inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common pitfalls founders face and how to avoid them.

Secret Service Agent Mike Byrne is too late ... Too late to save the one man who knew the truth - the star witness who was about to blow the whistle on the biggest banking scandal in history. Too late to stop an innocent man from dying, and so plunging the world of high finance into a death

spiral of violence and murder. Because payback for bankers who gambled with other people's money is being handed out in bullets and bombs. And now the only person who can keep the bankers alive is Agent Byrne, who finds himself having to protect the very people he swore to take down. Before long Byrne is locked into a deadly fight with an unseen enemy - an enemy that will stop at nothing to get what they want.

**The Story of Radiation Inc
and How It Changed the
Face of South Brevard**

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County

Mastering Israel's Secret

Rules of Chutzpah

How to Start a Startup

Managing High-Tech Start-

Ups

The Inside Job

How to Create Lifetime

Customers

The Spaghetti Startup

The Unstoppable Startup

Get the real guidance you need to create and build your first startup company from founders who have been there many times before.

The first run printing of The Startup Playbook SOLD OUT! So, we revised, expanded, and improved this second edition, including a new foreword by Brad Feld, author of Venture Deals. We

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still give our personal, how-to
guidance for building your startup
from the ground up. You'll find a
collection of the major lessons
and shortcuts we've learned that
will shift the odds in your favor.
We're sharing our tips, secrets,
and advice in a frank, founder-to-
founder discussion with you. We
make no bones about our bias.
We're on your side, the founder's
side. While venture capitalists,
investors, and
accelerators/incubators can add
great value in the startup
ecosystem, this book isn't about
their points of view. We'll tell you
where our interests as founders
diverge from those on the other
side of the table—investors,
bankers, advisors, board
members, and others—and what

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to do when that happens. The Startup Playbook is not a recipe, It's not a template, it's not a list of tasks to do. It's our insider's guide to starting a company and running it successfully in those critical early months. Between us, we've started over a dozen high-tech software companies and raised over \$500 million in investment capital. We've acquired over thirty-five companies, had three of our startups go public, sold six of them, and we made billions of dollars for shareholders. We've also invested in over eighty startups, advised and mentored over two hundred companies and actively worked with venture capitalists (VCs), incubators, and accelerators to help launch many

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other new startups. We've had plenty of failures, too. And we've probably learned more from those than from the successes. We share those lessons as well. The Startup Playbook is full of our advice, guidance, do's, and don'ts from our years of experience as founders many times. We want to share our hard-earned knowledge with you to make success easier for you to achieve. This book is extraordinarily fresh and exciting. In an accessible, straight talk fashion, this book is a manual, and an inspiration. The Startup Playbook is smart and avoids the "I am so smart" over-writing endemic to the genre. Read this as it is presented. You'll be doing yourself a tremendous favor. - Amazon Reviewer

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A New York Times Book Review Editors' Choice "A brilliant and empathetic guide to the far corners of global capitalism."

--Jenny Odell, author of How to Do Nothing From FSGO x Logic: stories about rural China, food, and tech that reveal new truths about the globalized world In Blockchain Chicken Farm, the technologist and writer Xiaowei Wang explores the political and social entanglements of technology in rural China. Their discoveries force them to challenge the standard idea that rural culture and people are backward, conservative, and intolerant. Instead, they find that rural China has not only adapted to rapid globalization but has actually innovated the technology

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we all use today. From pork farmers using AI to produce the perfect pig, to disruptive luxury counterfeits and the political intersections of e-commerce villages, Wang unravels the ties between globalization, technology, agriculture, and commerce in unprecedented fashion. Accompanied by humorous "Sinofuturist" recipes that frame meals as they transform under new technology, Blockchain Chicken Farm is an original and probing look into innovation, connectivity, and collaboration in the digitized rural world. FSG Originals × Logic dissects the way technology functions in everyday lives. The titans of Silicon Valley, for all their utopian imaginings, never really

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had our best interests at heart: recent threats to democracy, truth, privacy, and safety, as a result of tech's reckless pursuit of progress, have shown as much. We present an alternate story, one that delights in capturing technology in all its contradictions and innovation, across borders and socioeconomic divisions, from history through the future, beyond platitudes and PR hype, and past doom and gloom. Our collaboration features four brief but provocative forays into the tech industry's many worlds, and aspires to incite fresh conversations about technology focused on nuanced and accessible explorations of the emerging tools that reorganize and redefine life today.

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This book is written primarily for people who are creating the future high-tech world by designing, building, and marketing innovative products. More specifically, it is for all engineers, engineering managers, entrepreneurs and intapreneurs. The book provides insight into the problems entrepreneurs face and gives a model for successful startup companies in a formal checklist.

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Simon and Schuster

Most technology startups never make it to the funding stage, and only a small percentage of those that are venture-backed generate

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a positive return for their investors. An even smaller number of startup founders enjoy a truly prosperous exit. Bernd Schoner cofounded his tech startup during the dot-com bust, navigated it through market crises and internal turmoil, brought it through the global financial meltdown intact, and eventually sold it to a multibillion-dollar, multinational public technology company. In *The Tech Entrepreneur's Survival Guide*, Bernd shares what he learned and what he wished he knew at the time. He explains the major phases in a technology company's life cycle, helping entrepreneurs avoid common pitfalls and survive crises when they strike. He guides readers

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from the initial bootstrapping process through venture-capital financing and provides valuable advice on how to sell a technology company profitably--even in a challenging economic environment. Every chapter presents solutions to realworld issues that could otherwise have fatal consequences for a tech venture. Aspiring tech entrepreneurs will learn to: Set up shop: build the team, assemble necessary startup assets (including technology and intellectual property), get legal and financial affairs in order Secure capital: ask for money, nail the term sheet, ask for more money Get out: know when to sell, who to sell to, and how to make it a happy exit

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for all stakeholders, including the employees. Written with deep insight, refreshing candor, and a dash of humor, this comprehensive guide to the often harsh realities of startup life is indispensable for entrepreneurs at any stage. PRAISE FOR THE TECH ENTREPRENEUR'S SURVIVAL GUIDE: "A genuine narrative from the field, with battle scars and self-reflection. Reading this book will help you avoid many pitfalls." -- Nicholas Negroponte, professor at the Massachusetts Institute of Technology Media Lab "There's a lot of great insights and practical advice for the entrepreneur in this book, stuff you normally won't read or hear unless you buy some hard-bitten company

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founder a few drinks. If you are launching a technology startup, reading this book is the thing you should do first." -- Mark Roberti, founder and editor in chief of RFID Journal "I wish I had read Bernd's book when we founded The Echo Nest. Bernd touches on all the major issues in the initial formation stages of a tech company and many of the problems that come up when the company matures. If you are thinking of founding your own tech startup, read this book first." -- Tristan Jehan, cofounder of The Echo Nest "A visceral, behind-the-scenes guide to technology entrepreneurship. Bernd tells it like it is and presents a universe of solutions to tricky startup situations that can significantly

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improve the odds of success.
Indispensable." -- Larry Begley,

cofounder and managing director
at .406 Ventures "The best-laid

business plans never survive
contact with reality. Bernd has
provided a comprehensive guide
to anticipating the unexpected in
the life of a startup." -- Neil

Gershenfeld, professor and
director of the Massachusetts
Institute of Technology Center for
Bits and Atoms

The City of Influence

Don't Mess It Up

A New Roadmap for
Entrepreneurial Success

How to Bootstrap Your Startup,
Lead Through Tough Times, and
Cash In for Success

Tech and the City

A Coast-to-Coast Tour of

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America's New Tech Startup
Culture: New York, Boulder,
Austin, Raleigh, Detroit, Las
Vegas, Kansas City

Engineering a High-tech Business
Nordau to NASDAQ

This book reviews the entrepreneurial, firm-specific and external environment-specific aspects that influence the key lifecycle stages of high-tech start-ups and identifies the key factors that influence each milestone.

Managing High-Tech Start-Ups equips engineers with a basic tool-kit for founding a high-tech manufacturing company. It gives would-be entrepreneurs insightful knowledge on how to attack such problems as developing a marketing plan, a sales plan, targets, pricing, hiring a sales force, evaluating marketing results, and correcting problems. The book emphasizes how to correctly identify a problem, so time is spent

on its causes and not on its symptoms.

Particular emphasis is placed on the marketing aspects of new engineering

ventures, since marketing is usually not part of an engineer's experience, yet is so vital in the success or failure of a new venture. The authors take the reader step-by-step through the process of marketing evaluation and developing a product plan.

Enjoy 20 limited-detail illustrations, designed for those who would rather keep it simple. Each page was hand-drawn and edited by K J Kraemer, with you in mind. If you don't want to spend days on a project or just want room to get creative, this adult coloring book is for you!

Business is about relationships. What's the secret to success? Like many talented business owners, Jack Green thought it was long hours, do-it-yourself dedication, and cut-throat competition. But he learns how wrong he was when time begins running out

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for his struggling business. In the middle of a sleepless night, Jack is given a chance to change things when a mysterious visitor appears from the past, promising to deliver nine keys that will salvage Jack's future--the keys to the city of influence. Jack then is thrust into an adventure with an extraordinary group of mentors who teach him the secrets to building strong professional relationships. The City of Influence is a humorous, insightful parable that will leave you ready to roll up your sleeves and change the way you build relationships from the inside out.

The Spaghetti Startup introduces the Lasagna Framework, a new tool for 'strategic growth hacking'. Lasagna helps startups achieve 'sustainable growth' by properly designing their 'growth engines' based on systems and design thinking. It is also a diagnostic tool that helps resolve core problems, avoid common pitfalls and

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increase the viability of an innovation-driven enterprise. Written with a fun, fable-ish twist, the book starts out with a futuristic story of the famed startup ecosystem, the Silicon Valley. It turns out, in the August of 2025, things change for the worse. There is an epidemic of spaghetti poisoning that plagues all entrepreneurs. The spag worm they contract impairs their judgment, which in turn puts their startups in jeopardy.

Doctors have no remedy for the condition and the death toll is increasing. But, hey! There is a hero in this story, too!

Apparently, our professing cat, Dr. Caddy has a solution to share with his fellows. All they need to do is to adopt Lasagna thinking, the cure for their spaghetti-driven minds. Visit Lasagnac.com to join the community, share your experiences, and help each other with fellow entrepreneurs from around the world.

The Founder's Dilemmas

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Disciplined Entrepreneurship
How to Lead R&D When You're Not the
Expert Companies

The Lean Startup

The Entrepreneurial Identity Crisis

Screw the Valley

Blockchain Chicken Farm

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Innovation is an imperative for any organization seeking sustained growth. To infuse the organization with urgency and focus, CEOs are hiring Chief Innovation Officers (CINO). It's the hottest new "C" in the executive suite. But how should a CEO hire the right CINO, and what can executives aspiring to the CINO role do to develop themselves for the

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challenge? "Innovation
Alchemists: What every CEO
should know to hire the
right Chief Innovation
Officer", is the first book
focused on the CINO
opportunity for large
organizations. Rich in
frameworks for the CEO and
Executive Committee to shape
decisive thinking, the book
also speaks to current and
future CINO's seeking to
refine their professional
capabilities for success.
Twenty renowned business
leaders (many of them
CINO's) share their points
of view on what it takes to
fulfill the promise of
innovation leadership.
New startups are created

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every day around the world,
with many founders dreaming
of millions of users and
billions of dollars. But the
harsh reality is that very
few will succeed. How can
entrepreneurs stack the odds
in their favor? By learning
from the experiences of
startup founders,
executives, and investors
who've been there before.
That's exactly what "How to
Start a Startup" provides,
sharing essential lessons
from 25+ Silicon Valley
insiders who've faced the
challenges of starting a new
business and come out
swinging. Based on a
Stanford University course
taught by Y Combinator (the

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The Complete Handbook For
prestigious startup
accelerator behind companies
like Dropbox and Airbnb),
this in-depth reference
guide features advice from
experts like: - Reid
Hoffman, LinkedIn co-founder
- Dustin Moskovitz, Facebook
co-founder - Paul Graham, Y
Combinator co-founder - Marc
Andreessen and Ben Horowitz,
co-founders of Netscape and
Andreessen Horowitz venture
capital firm - Peter Thiel,
co-founder of PayPal and
Founders Fund, early
Facebook investor - Ben
Silbermann, Pinterest co-
founder and CEO Nominated as
"Book of the Year" by
Product Hunt (the leading
Silicon Valley community for

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discovering the best new
products), "How to Start a
Startup" reveals the secrets
to raising money, building
products users love, hiring
a great team, getting press
coverage, attracting
customers, growing your
business, and more. No
matter what type of product
you're creating (web,
mobile, hardware, online-to-
offline, etc.) or what
audience you're targeting
(consumers or the
enterprise), this playbook
will give you all the
information necessary to
launch and scale a
successful startup. This
book was created
independently by the

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publishers and all net
proceeds will go to support
charitable causes promoting
wider access to opportunity
for all.

Discover the bold secrets to
Israel's incredible track
record of success in this
new guide that will help
make any startup
unstoppable. More than half
of all startups fail - often
during the crucial early
stages of development when
they need to prove their
viability on a limited
budget. However, when it
comes to startup success,
one country stands out:
Israel. Even though it is a
relatively small country,
Israel has one of the

highest concentrations of startups in the world, has the highest venture capital per capita, is one of the top countries in terms of number of companies listed on NASDAQ, and is well-recognized as a global leader in research and development. In The Unstoppable Startup, veteran venture capitalist Uri Adoni goes behind the scenes to explain the principles and practices that can make any startup, anywhere in the world, become an unstoppable one. Packed with insider accounts from leaders who have realized bold visions, The Unstoppable Startup distills Israeli chutzpah

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into six operational rules that will help you to: Build an unstoppable team; Foresee the future and innovate to meet its demands; Manage your funding and partnerships through all phases of growth; Dominate the market category you are after or create a new one; Build and manage an early stage investment vehicle; Build and grow a healthy high-tech ecosystem. Adoni implemented these practices throughout his more than 12 years as a venture capitalist for one of Israel's most successful venture funds, and he continues to utilize these same proven startup

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strategies today in
metropolitan areas in the
US. The Unstoppable Startup
provides readers with
insights and operational
advice on how to run a
startup, and how to overcome
challenges?that almost every
startup faces.

** (Free "5 Life-Changing
Habits You Can Begin Today"
Inside) Consistently ranked
among the world's wealthiest
people, Buffett is known for
his frugality, calculated
financial practices, and
philanthropy. His financial
and life philosophies are
some of the most respected
and celebrated in the
business world. Buffett's
own success is the truest

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testament to the efficacy of
his financial habits, and
with this simple guide,
these same habits are
available to you. As Warren
Buffett says: "Time is the
friend of the wonderful
company, the enemy of
mediocre"

If you're starting a
business, your best odds of
success are in high
technology industries: not
just computing and telecom,
but also biotech, aerospace,
electronics, manufacturing
and materials, medical
devices, pharmaceuticals,
robotics, and other
knowledge-intensive fields.
This book is the first
complete framework for

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entrepreneurs who want to
start high technology
businesses.

Innovation Alchemists
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And Updated
A Guide for the High-tech
Entrepreneur
Engineering Your Start-up
A Handbook for Growth
The Complete Handbook For
Creating Successful New High
Tech Companies
What We May Still Learn from
Silicon Valley
High-tech Internet Start-ups
in India

In Don ' t Mess It Up: How Founders
and Their Successors Can Avoid the
Clich é s That Inhibit Growth, author
and six-time second CEO Les
Trachtman offers his expertise on the

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most effective ways to successfully hand off your company to a worthy successor. He also has advice for those who are inheriting a business and want to take it to the next level, as well as for boards who are dealing with these leadership transitions. In his direct, no-nonsense approach, Les shows readers how seemingly harmless business clichés such as “get it right” and “be careful” can have a detrimental effect on a company’s future by conveying that such imperative ingredients such as risk and innovation are things to now be avoided. Readers will learn how to:

- Understand the metamorphosis required to transition from great founder to great CEO
- Know when, and if, it’s time to replace yourself
- Pick the right successor
- Prepare yourself and your company for the

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fragile transition • Create a successful CEO transition • Separate yourself from the company There is likely no one more experienced in founder transitions than Les Trachtman. He has been an innovative and respected successor at six different companies; let his hard-won advice guide you through your transition and toward success.

Over 1,000 New York-based technology startups are currently hiring. This may come as a surprise to many who thought of New York as the capital of traditional industries such as financial services, media, advertising and fashion, but not necessarily as a high-tech hub. Yet, it is true: over the past several years the level of startup activity in the city of New York has increased at an exponential rate, reaching and surpassing Boston in

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number of tech companies formed and money invested. It is good news for the Bloomberg administration that has made the creation of a high-tech industry a strategic priority after the financial collapse of 2008. It is also good news for the many investors in the city (both "angels" and venture capitalists) who have seen the number of opportunities created increase at a fast rate. And it is good news for the entrepreneurs who can finally benefit from a working ecosystem and from an influx of capital not seen since the internet bubble of the late '90s. "Tech and the City" is the first book telling the story of how and why this is happening: from the birth of Silicon Alley in the '90s to today's level of activity and important milestones, such as the building of the Cornell NYC Tech campus. Based on over 50

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interviews with entrepreneurs, angel investors, venture capitalists, university professors, members of the Bloomberg administration and other stakeholders, this book's objective is to inform and inspire the current generation of entrepreneurs. Fred Wilson, the best known venture capitalists in New York and one of the most important in the US, wrote in his foreword: "I hope this book will be an inspiration to New Yorkers to embrace the technology revolution that has taken hold in our city. I also hope it will be an inspiration to other cities, countries, and cultures who may have missed out on the initial wave of the technology revolution." "Tech and the City" takes us on a historical and geographical tour of New York, while addressing the hot themes for entrepreneurs and investors. It is also

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a guide to help navigate the NYC community: how to network and become part of the community; what to read to understand and keep informed; where to raise capital; what help is available for any professional, entrepreneur, student, researcher seeking to settle in the city. And this is just the basis for an ongoing conversation, which we hope will continue on our blog, <http://www.tech-and-the-city.com> The authors, Alessandro Piol and Maria Teresa Cometto, know the story and the industry well. Alessandro has been a New Yorker for 35 years and a venture capitalist for 20, during which he has seen firsthand the evolution of the New York entrepreneurial ecosystem. He has a deep knowledge of the tech industry and a passionate involvement in the NYC community, where he

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invests in, and mentors, a number of young entrepreneurs. Maria Teresa Cometto is a journalist and award-winning author based in New York since 2000, covering business and high-tech for the largest Italian daily, Corriere della Sera, and for other important publications.

Why do entrepreneurs constantly search for success, when it is happiness they are after? It is this question that many never stop to think about on their entrepreneurial journey. This blind push has created a crisis that is driving many entrepreneurs down the wrong path, and leading to lives of complete unhappiness, frustration, and a loss of who they are. Regardless of their success. Despite how they feel, they push even harder hoping that they will be able to move forward and feel better once they

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reach the next level. But no matter what they do, or what level they are at, these deep feelings, thoughts, and emotions, never go away. The constant barrage of emotions, influence, and beliefs has only strengthened this crisis. It has become a large epidemic that very few people are talking about or even realize exists. It is destroying who entrepreneurs are, and ultimately keeping them from what they really want. "The Entrepreneurial Identity Crisis" aims to answer why this is happening to so many entrepreneurs, and why so many of them don't even realize they have been drawn into this crisis. Along with explaining why this is happening, this book aims to show entrepreneurs what they can do to not only reach the level of success that they want, but to feel happy, content, and fulfilled as well.

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You've got a brilliant business idea for a product or service. To move your idea from concept to reality, you need to acquire capital and start your own enterprise. There's just one problem—you don't know how to do that. You could pursue a college degree in entrepreneurship, but time is money, and before you graduate, your competitors could be profiting from your idea. You'll get quicker results by reading *Start Your Startup Right*, a comprehensive guide to commercializing your business idea. Author and award-winning entrepreneur Gregory M. Coticchia, MBA, PC, brings over thirty years of experience to bear on the startup process. You'll discover practical examples of what you should—and should not—do to get your new enterprise off the ground. You'll also

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master business- and product-
marketing strategies and learn the
eight steps needed to attract
customers and make sales. Along the
way, you'll read real-life examples
illustrating the challenges and pitfalls
of entrepreneurship. Even if you've
never taken a single business course,
Start Your Startup Right will give you
all the information you need to
confidently launch your company and
see your dreams transformed into a
commercialized product, service, or
business.

Presents information how to spot and
sidestep roadblocks on the
entrepreneurial journey and sets
readers on a path to startup success.

The Lightning-Fast Path to Building
Massively Valuable Companies
High-tech Ventures

The Guide For Entrepreneurial

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The Complete Handbook For
Success
Blitzscaling

High Tech Among the Palmettos

Crossing the Chasm

Bringing New Technology to Market

Start Your Startup Right

How does it feel to be here and
there - at the same time?

Maxwell Greyson refers to
himself as a project manager but
really only makes use of that
title in an attempt to mask his
ridiculousness, which is
something that has plagued him
all of his life. He unwittingly
embarks on a quest to find what
he's always sought. He finds it,
or rather he finds something, but
doesn't know exactly how to

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process it or what to do with it. What ensues is a journey that starts at zero and ends up near the edge of the multiverse. Or is it the other way around?

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

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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

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Trust Center for MIT
Entrepreneurship as well as a
senior lecturer at the MIT Sloan
School of Management. For
more please visit <http://disciplinedentrepreneurship.com/>
The most exciting high-tech
startups are escaping the
expensive and inbred
environment of Silicon Valley.
Welcome to the future.
Entrepreneurs know they must
embrace innovation to
excel—starting with where they
locate their new venture.
Fortunately, budding companies
seeking fertile ground have
more options today than ever
before. Screw the Valley calls on

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today's entrepreneurs and aspiring business owners to forget California and explore other options across the country—cities that offer more room to breathe, easier access to funding and talented workers, fewer heads to butt, and less money down the drain. Timothy Sprinkle visits seven areas that offer a superior landscape for tech startups: Detroit New York City Las Vegas Austin Kansas City Raleigh-Durham Boulder Sprinkle gives readers a window into the startup potential in each city, detailing which industries are thriving where, and highlighting the unique appeal

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and character of each location. Bright ideas are not geographically limited, and innovation is happening every day in cities all over the country. It's time to think outside the box when it comes to startup location. It's time to say Screw the Valley.

An updated edition of a classic business handbook from a respected expert on the creation of high tech companies offers a proven stepbystep formula for planning, financing, and succeeding in a business start up, and includes a variety of case studies.

Imagine doing a \$1.8 Million

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product launch in as little as seven days. Imagine easily getting a new affluent customer and having them gladly pay you month after month. Imagine your current and past customers frequently sending you their friends and family members to become your new clients. If getting and keeping new customers are the biggest problems in your business, solving that problem has never been easier. Whether your dream is profiting from the boom in mobile and internet sales, selling high priced products, creating predictable monthly revenue, or learning the

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secrets to keep customers
buying from you for decades,
this book is your blueprint. Order
a copy now and watch your
business quickly go through a
period of rapid, transformational
growth. Everything you desire
can be yours, you simply have to
take this first step. Grab your
copy today!

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Finding Fertile Ground
Leverage the Marketing Power
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Technology to Quickly Get New
Customers, Have Them Spend
More Money, and Keep Them
Buying Forever

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The Startup Playbook
Tech Companies

Founder-to-Founder Advice from
Two Startup Veterans
The Silicon Valley Playbook for
Entrepreneurs
A Business Tale

***START-UP NATION
addresses the trillion dollar
question: How is it that
Israel-- a country of 7.1
million, only 60 years old,
surrounded by enemies, in
a constant state of war
since its founding, with no
natural resources--
produces more start-up
companies than large,
peaceful, and stable
nations like Japan, China,***

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**India, Korea, Canada and
the UK? With the savvy of
foreign policy insiders,
Senor and Singer examine
the lessons of the country's
adversity-driven culture,
which flattens hierarchy
and elevates informality--
all backed up by
government policies
focused on innovation. In a
world where economies as
diverse as Ireland,
Singapore and Dubai have
tried to re-create the
"Israel effect", there are
entrepreneurial lessons
well worth noting. As
America reboots its own
economy and can-do spirit,**

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***there's never been a better
time to look at this***

***remarkable and resilient
nation for some impressive,
surprising clues.***

***24 Steps to a Successful
Startup***

***What Every CEO Needs to
Know to Hire the Right
Chief Innovation Officer
Start-up Nation***

***Entrepreneurial Finance
and Accounting for High-
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***Identifying Extraordinary
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Ventures***

Good Reception

Warren Buffett: 7 Ultimate

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