Steven Blank Startup Owners Manual Download

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this book provides a comprehensive view of the entrepreneurial dynamics within startups by analyzing their marketing strategies in the context of exploiting new opportunities enhancing stakeholder values and protecting their business ecosystem for continuous growth managing startup enterprises is a complex managerial task as these businesses need to overcome the competition by understanding thoroughly all the moves of rival firms in the local global markets this book explores the incidence and severity of problems pertaining to organizational design marketing strategy the consumer centric approach and the transaction based approach faced by start up enterprises in order to improve business performance this text will motivate future research on managing start up enterprises in terms of developing efficiency in leadership and achieving market competitiveness and organizational growth it will serve as an important work to those studying entrepreneurial leadership and marketing

finance your company s growth without losing your stake in it too often thanks to multiple rounds of equity investment company founders wind up with only a small fraction of the businesses they start but this situation isn t inevitable the intelligent use of a variety of financing options including debt financing can help to maintain or even grow a founder s stake in all money is not created equal the entrepreneur s guide to finding the right funding for your business renowned silicon valley veteran david spreng delivers an expert guide for entrepreneurs and founders seeking to maintain as much ownership stake as possible in the companies they create as they move through the various stages of the financing process the book draws on the author s decades of experience as a venture capitalist venture debt lender and ceo of a publicly traded company in silicon valley as well as interviews with entrepreneurs board members investors and bankers readers will also find a well rounded and insightful perspective on the financing process informed by industry veterans an informal and accessible exploration of a complex topic that remains critical to the success of entrepreneurs and founders discussions of alternatives to equity financing including debt financing in the growth phase of startups an essential handbook for startup founders entrepreneurs and managers all money is not created equal also deserves a place in the hands of company board members venture capitalists investors and investment bankers interested in the company financing process

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