The Bootstrapper's Bible

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著者:Seth Godin

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作者介绍:

"Seth Godin may be the ultimate entrepreneur for the information age." ("Business Week")

Getting ready to start a small business especially with little or no money on hand is an adventure, to say the least. Plenty of books offer inspiration, ideas, and roadmaps, but "The Bootstrapper's Bible" is the first to combine them all.

Author Seth Godin, a successful bootstrapper in his own right, tells in fascinating detail his own story of how he built a multi-million-dollar business with almost nothing. Godin also shares the inspirational stories of dozens of others companies (from Dell Computer to Eddie Bauer) to encourage budding bootstrappers to parlay a great idea into a profitable business.

Readers will want to soak up every one of Godin's "Nine Magic Rules of Successful Bootstrapping," which include details on:

* Finding start-up funds and mentors

* Avoiding or surviving every small business pitfall

* Balancing work and home

* Being successful in the bootstrap phase and beyond

目录:

标签

创业者圣经

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创业

评论

书评

在译言看的中文版，很喜欢里面用这种个样个案来说明。
看完之后印象最深刻的就是，很多时候，一个精妙的创意并不是代表商业的成功，同样的做法在不同的商业模式下就会有完全不同的结果。
缺点是书太薄了，很多东西蜻蜓点水提了一下。不过商业理论可能都是这样，写出百科全书…

Anderson Analytics在美国营销主管的调研中，Seth
Godin被排在营销大师的第一名，大家很喜欢他的一些新想法，不过都不具体。

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