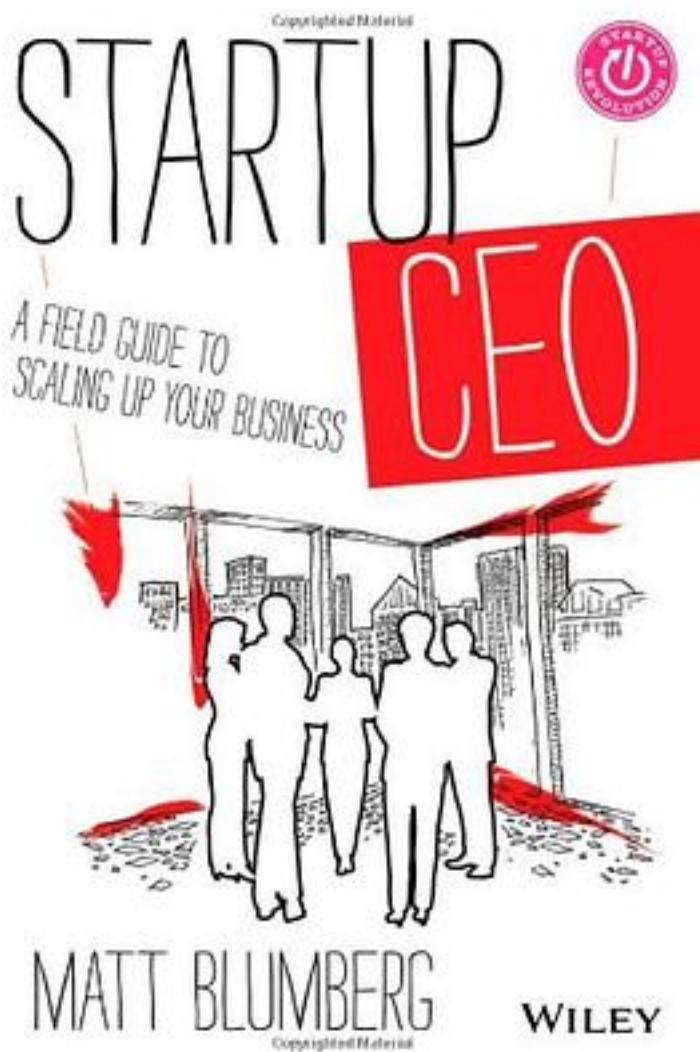# Startup CEO

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著者:Matt Blumberg

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A definitive book for any CEO--first time or otherwise--of a high-growth company While big company CEOs are usually groomed for the job for years, startup CEOs aren't--and they're often young and relatively inexperienced in business in general. Author Matt Blumberg, a technology and marketing entrepreneur, knows this all too well. Back in 1999, he started a company called Return Path, which later became the driving force behind the creation of his blog, OnlyOnce--because "you're only a first time CEO once." Now, more than a decade later, he's written Startup CEO . As the fifth book in the StartUp Revolution series, this reliable resource is based on Blumberg's experience as a startup CEO and covers a number of issues he's faced over the dozen years he's been a CEO. Offers valuable insights into how the CEO sets the overall vision and strategy of the company and communicates it to all stakeholders Discusses how to build a company's human capital by recruiting, hiring, and retaining the very best talent Examines how a CEO must align available resources with the company's strategy in order to ensure success Addresses what it takes to master the "How" of being a CEO--from leading an executive team to managing in any type of market Engaging and informative, this book is essential reading for any, and every, CEO.

作者介绍:

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标签

创业

商业

startup

EPUB

评论

不错，写得非常细致，涉及范围广。和Hard things角度比较类似，但各有侧重。比如本书中对于board的内容就更为充实，确实是第一手的经验。有些内容可能未来再看时会有更深刻的理解。

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书评

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