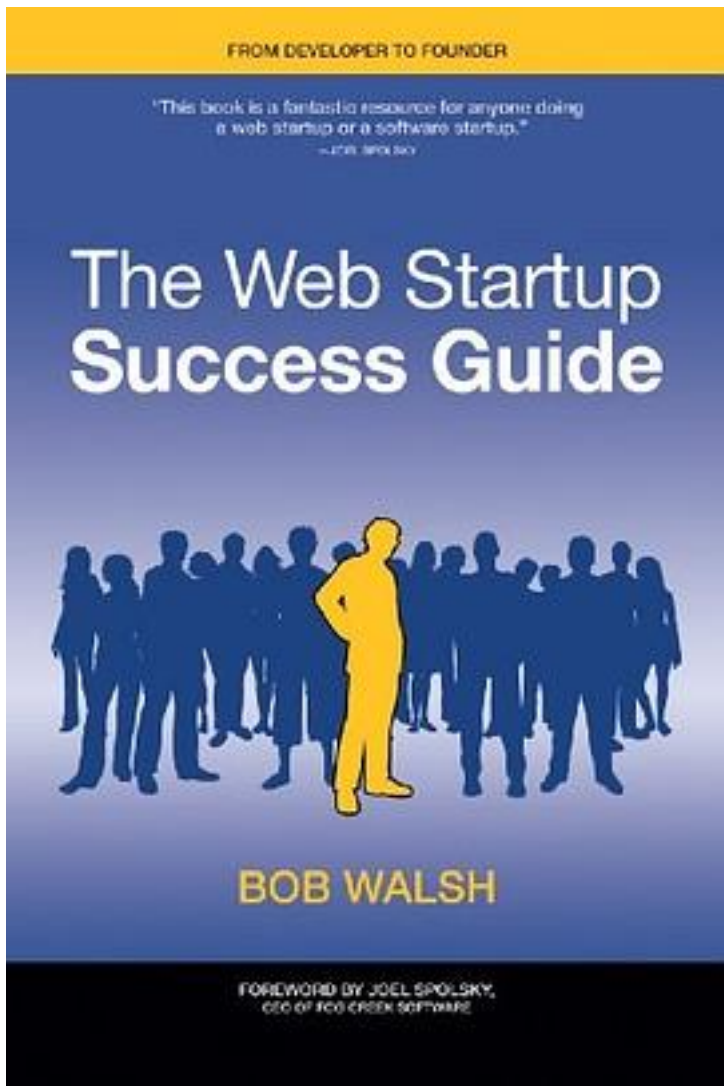


The Web Startup Success Guide



[The Web Startup Success Guide_ 下载链接1](#)

著者:Bob Walsh

出版者:Apress

出版时间:2009

装帧:

isbn:9781430219859

If there's a software startup company in your developer heart, this is the book that will make it happen.

The Web Startup Success Guide is your one-stop shop for all of the answers you need today to build a successful web startup in these challenging economic times. It covers everything from making the strategic platform decisions as to what kind of software to build, to understanding and winning the Angel and VC funding game, to the modern tools, apps and services that can cut months off development and marketing cycles, to how startups today are using Social Networks like Twitter and Facebook to create real excitement and connect to real customers.

Bob Walsh, author of the landmark Micro-ISV: From Vision to Reality, digs deep into the definition, financing, community-building, platform options, and productivity challenges of building a successful and profitable web application today.

What you'll learn

- * How to define the value your web app will deliver to its users
- * Evangelizing your startup via social media—from Twitter to Facebook, from YouTube to your own social network
- * Which web app pricing strategies work, and which don't
- * What alternatives to traditional business structures will let you launch and run your startup without all the legal mumbo-jumbo
- * What services and web apps exist today to help your startup succeed
- * How to get meaningful online press for your web app

Plus, interviews with David Allen (Getting Things Done), Rafe Needleman (CNET), Marshall Kirkpatrick (ReadWriteWeb), Guy Kawasaki (Garage Technology Ventures), Dharmesh Shah (OnStartups, HubSpot), Joel Spolsky (Fog Creek Software), Eric Sink (SourceGear), Pamela Slim (Escape from Cubicle Nation), and 40 other people who can help your startup succeed.

Who is this book for?

If you are a software developer (web, desktop, or mobile—it doesn't matter) who wants to create successful, revenue-producing web businesses, The Web Startup Success Guide is for you. And if you're just curious about how someone goes about creating an online business from the ground up, this book is an excellent choice.

作者介绍:

Bob Walsh 47 is the founder of 47Hats, a consulting firm/blog/startup dedicated to helping startups succeed, the author of Micro-ISV: From Vision to Reality, podcaster in chief of the Startup Success Podcast, co-moderator of the Joel on Software's Business of Software forum, and creator of StartupToDo.com, a online productivity app and community for startup and microISVs.

At his company, Safari Software, Inc., Bob was a contract software developer for over

20 years before launching, selling and ultimately selling off a Windows personal task manager commercial application. Before getting into IT, Walsh was a reporter for several news organizations, most worth bragging about being United Press International (UPI).

目录:

[The Web Startup Success Guide 下载链接1](#)

标签

Startup

创业

互联网

Web

Success

Guide

ebook

The

评论

这周就能翻译完了。

[The Web Startup Success Guide 下载链接1](#)

书评

手头翻译的这本《The web startup success guide》有一段挺有意思的，贴出来和大家分享一下。-----

创业者的十大谎言

每年都会有几十个创业者来找我谈投资，每一次谈话都会至少说到三四种这类的谎言。我们把这些谎言列举出来并不是因...

如果打算在中国创业，而且是建立一家互联网公司的话，千万别以为买到这本书就捡到了“葵花宝典”。看完后会觉得很失望，这是一本七拉八扯拼凑而成的书，也再次印证畅销书含金量往往严重偏低。

1.曹铁鸥确实对原著保持了高度的尊重，而且几乎是百分百尊重。但是这是此译本最让..

网上的东西有几点好，成本低，扩散快，但有好的idea各行各业都可以，不需要限于互联网，将来国内创业的人会越来越多，环境也越来越好，其他行业也有参考价值.下面这些是我从书中总结的看法。1

要有好的业务，业务为王。有技术没市场那是浮云，作为兴趣可以，但不能...

比较失望的一本书。1

访谈内容，作为本书的主要卖点之一，同时也占据了几乎一半的篇幅，却只是未经整理的原始聊天记录，读起来很艰难，有些甚至不知所云。2

书中介绍的大部分工具、机构、团体，在国内都是用不到的，导致本书“工具性”的价值下降。3 整本读完，感觉作者所说...

1) 翻译还算流畅。2) 1,2章好好看，好好思考，你要做什么。

3) 3,4,5章分别将开发平台，工具以及资金，但是大部分都是美国情况，中国行不通。

4) 创新工厂有点像Y Combinator。

5) 社会化媒体越来越重要，让社区经理管理你的社会化媒体。

6) 说清楚为什么要付费买你的软...

只是简单的在理论上说了说，给出都是国外的例子和群组，根本没有针对国内情况的介绍，很粗略的带过了，而且是对技术性的讲解太多太多，泛读这一章节就ok了，不过其中那段，关于时间管理和时间价值的部分，很值得一读

看《互联网创业启示录》之前，也许期许过高的原因，看到一半的时候就已经有一点失望了。我一直坚信在创业方面并不是所有的内容都是全世界通用的，各有各国的特色，民情不同，风俗习惯也不同。
随着国内融资热潮一浪高过一浪，给当下年轻人一个感觉就是：要创业，就要做公司，
...

[The Web Startup Success Guide_下载链接1](#)