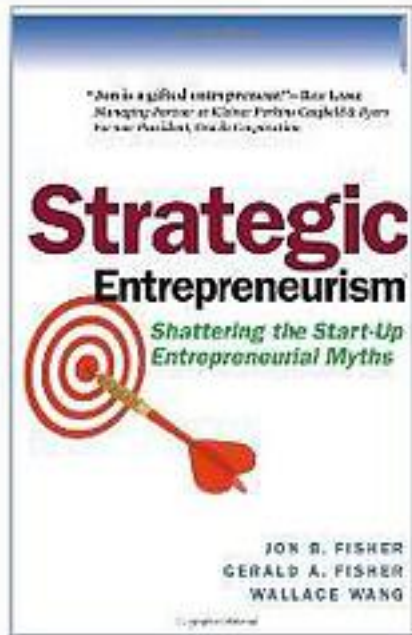


Strategic Entrepreneurism



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Every entrepreneur's dream is to create the next big name success story like Amazon.com, or Google. While everyone should dream big, the reality is that most startups fail precisely because they're trying to become the next big name success. The real secret to entrepreneurial success lies in Strategic Entrepreneurism where you design a company specifically to be acquired by a larger one. That's why the founder and CEO of several successful high-tech startup companies, multi-millionaire Jon Fisher, has written down his success principles. Strategic Entrepreneurism shows entrepreneurs how to design their companies towards the path of least resistance, maximum payoff, and lowest risk. Entrepreneurs will learn how to evaluate their

business ideas; leverage technology to increase profits; choose strategic customers to insure their company's survival; generate revenue from their company's inception; and avoid competing against larger companies. Above all, Strategic Entrepreneurism explains the common pitfalls of starting a company and how to avoid them. These include the traps of growing too fast, focusing on the wrong product, and accepting too much funding from outside investors.

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书评

这本书，给我们这样一个思路，就是建立公司是为了把公司卖掉，而不是把他经营上市。做一个产品，要经过研发设计、生产制造、市场销售环节。那么做一个公司，当然也可以如法炮制。以客户为导向的研发设计，在这里，变成以公司的潜在买家为导向的公司模式设计。以高效管理...

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