

[PDF] Disciplined Entrepreneurship: 24 Steps To A Successful Startup

Bill Aulet - pdf download free book

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PRAISE FOR DISCIPLINED ENTREPRENEURSHIP

"Entrepreneurship is not only a mindset but a skill set. The 24 Steps presents a practical step-by-step process to channel the creative spirit to maximize the chances of success and optimize impact."
—**HITCH KAPOR**, Founder,
Lifeline Development Corporation

"Entrepreneurship is a learned skill which can be honed through critical execution. This book can help every entrepreneur dramatically increase the likelihood of success by providing step-by-step guidance on how to approach starting a new business. I recommend it to all ambitious entrepreneurs."
—**DOUG LEONE**, Managing Partner, Securus Capital

"While the spirit of entrepreneurship is often about serendipity, the execution is not. This book takes you through a systematic approach to significantly increase your odds of succeeding in creating a strong, changing and sustainable company."
—**JOE ITO**, Director, MIT Media Lab

"While I am not a big fan of business plans, I am a big fan of the business planning process. This book provides an excellent, comprehensive framework for innovation-driven entrepreneurs to execute the business planning process."
—**BRAD FELD**, Managing Director of the Foundry Group, co-founder of Techstars, and creator of the Startup Revolution book series

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Description:

24 Steps to Success!

Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special - they simply make great products. This book will show you how to create a successful startup

through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply.

You will learn:

- Why the “F” word - focus - is crucial to a startup’s success
- Common obstacles that entrepreneurs face - and how to overcome them
- How to use innovation to stand out in the crowd - it’s not just about technology

Whether you’re a first-time or repeat entrepreneur, *Disciplined Entrepreneurship* gives you the tools you need to improve your odds of making a product people want.

Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management.

For more please visit <http://disciplinedentrepreneurship.com/>

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