

Disciplined Entrepreneurship: 24 Steps to a Successful Startup

★★★★★ [2 reviews](#)

By [Bill Aulet](#)

24 STEPS TO A SUCCESSFUL STARTUP



Start

TIME TO COMPLETE:
6h 44m

TOPICS:
[Entrepreneurship](#)

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[Wiley](#)

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288 pages

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

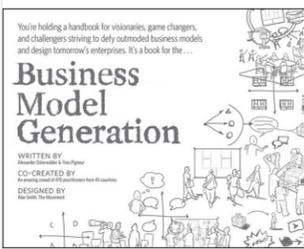
Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want.

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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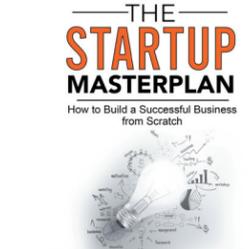
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to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and ren-



 BOOK

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By Dr. Nikhil Agarwal and Krishiv Agarwal
The book discusses how to keep your... startup running and stop it from falling into the

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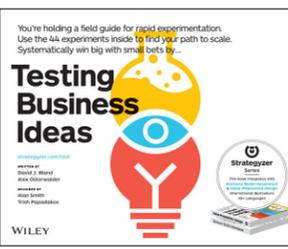
 BOOK

Design Thinking for Strategic...

Introduction to Design Thinking
What They Can't Teach You at Business or Design School
By IDRIS KOOZEE
CEO, IDEA CULTURE

complete with concepts and tool-kits As many companies have lost confidence in the traditional ways of running a business, design thinking has

entered the mix. Design Thinking for Strategic Innovation presents a framework for design thinking that is relevant to business management, marketing, and design strategies and also provides a toolkit to apply concepts for immediate use in everyday work. It explains how design thinking can bring about creative solutions to solve complex business problems. Organized into five sections, this book provides an introduction to the values and applications of design thinking, explains design thinking approaches for eight key challenges that most businesses face, and offers an application framework for these business challenges through exer-



 BOOK

Testing Business Ideas

By David J. Bland and Alexander Osterwalder
A practical guide to effective business model test... ing 7 out of 10 new products

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cises, activities, and resources. An essential guide for any business seeking to use design thinking as a problem-solving tool as well as a business method to transform companies and cultures The framework is based on work developed by the author for an executive program in Design Thinking taught in Harvard Graduate School of Design Author Idris Mootee is a management guru and a leading expert on applied design thinking Revolutionize your approach to solving your business's greatest challenges through the power of Design Thinking for Strategic Innovation.

ideas Close the knowledge gap between strategy and experimentation /validation Identify and test your key business assumptions with the Business Model Canvas and Value Proposition Canvas A definitive field guide to business model testing, this book features practical tips for making major decisions that are not based on intuition and guesses. Testing Business Ideas shows leaders how to encourage an experimentation mindset within their organization and make experimentation a continuous, repeatable process.