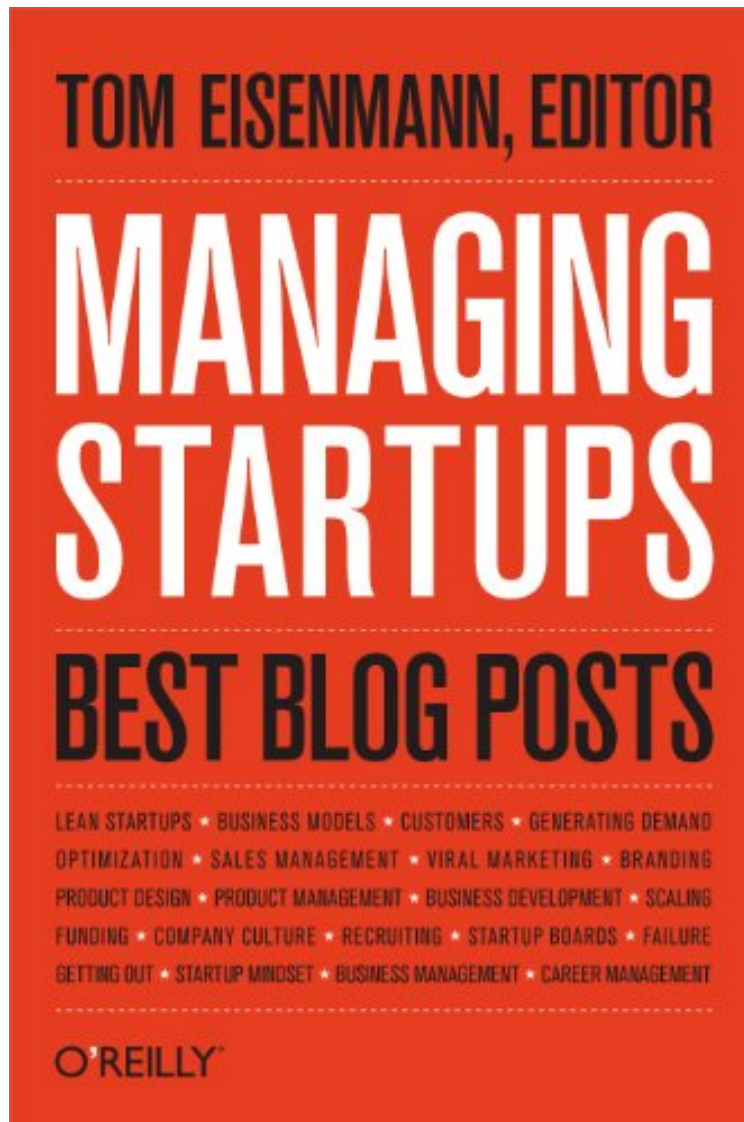


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Managing Startups: Best Blog Posts

Thomas Eisenmann

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1 of 1 people found the following review helpful. One of the best curated list of online posts regarding startups entrepreneurship.By Supriyo B. ChatterjeeProf. Eisenmann (Harvard B-School) hosts a very informative blog about startups entrepreneurship (at <http://platformsandnetworks.blogspot.com/>). His blog posts contain much of the content of the courses he teaches at HBS - Product Management, Business Models Launching Tech ventures. Since the end of 2009, he has been assembling lists of articles online resources for entrepreneurs and his MBA students This book is a compendium of the online posts for the year 2012. These are divided into nine parts - Lean Startup, Business Models,

Customer development, Sales Marketing, Product management, Business development and Company Culture HR. Each part contains between 4 and 12 posts (for a total of 75 posts) that reflect the best in online writings of the year 2012. Quite a few of the posts are good introductions to the newer topics and a lot are good reviews that more than pays for the book itself (for about 11 dollars). While the curated list is available online at his blog site - it is the convenience of having it in a book-form (and to highlight annotate thoughts as liner notes) that makes this book more worthwhile. Suggested improvement for the next edition: please include author's name reference in the Table of Contents. 0 of 0 people found the following review helpful. Better than a pocket MBA By J Powell I took this on vacation recently, and it proved to be a wonderful companion. IT (more specifically, hardware and management) is my professional area, so this book has a natural interest for me, however, I wouldn't say that's a requirement to enjoy this book. Anyone who dismisses the book as a simple compilation of blog entries, misses the point that we still live in a multi-channel delivery world, and a compilation like this, aggregates more than just "articles", but turns information into knowledge. It does this by covering a broad swath of areas for any business, not just computer related ones. These areas include "Lean startups", customer discovery, and sales marketing. Overall, I found the book to have a lot of actionable points that are both relevant and fresh. Highly recommended. 0 of 0 people found the following review helpful. decent compilation but take with a grain of salt By Jack CI found that reading about start ups that have yet to prove themselves led to some questionable conclusions. I worked in e-commerce all of my life, and as I read the various blogs and visited their websites, I found broken pages and confusing content galore. It made me question if some of ideas proposed by the bloggers would ever be executed. I also fundamentally disagree with minimally viable product. There must be a reasonable level of quality control before shipping. That said, there is a lot of solid content such as manufacturing recruiting, marketing, and fundraising guidance. Read the yc combinator blog on the authors website. If you find it useful, then consider buying this book.

If you want salient advice about your startup, you've hit the jackpot with this book. Harvard Business School Professor Tom Eisenmann annually compiles the best posts from many blogs on technology startup management, primarily for the benefit of his students. This book makes his latest collection available to the broader entrepreneur community. You'll find 72 posts from successful entrepreneurs and venture capitalists, such as Fred Wilson, Steve Blank, Ash Maurya, Joel Spolsky, and Ben Yoskovitz. They cover a wide range of topics essential to your startup's success, including: Management tasks: Engineering, product management, marketing, sales, and business development Organizational issues: Cofounder tensions, recruiting, and career planning Funding: The latest developments in capital markets that affect startups Divided into 13 areas of focus, the book's contributors explore the metrics you need to run your startup, discuss lean prototyping techniques for hardware, identify costly outsourcing mistakes, provide practical tips on user acquisition, offer branding guidelines, and explain how a choir of angel investors often will sing different parts. And that's just for starters.