

图书基本信息

书名：<<从理想到现实：创业前必做的准备>>

13位ISBN编号：9781442169876

10位ISBN编号：1442169877

出版时间：June 6, 2009

出版时间：CreateSpace

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内容概要

Targeted at early-stage entrepreneurs, "Fundamentals for Founders" helps turn ideas into action by equipping the reader with the high-level concepts and practical tactics needed to quickly evaluate an idea and start building a successful business. Each section is accompanied with detailed examples and anecdotes drawn from real world experiences of successful entrepreneurs and includes topics such as techniques for testing the market potential of an idea, designing user-friendly products, using an array of marketing tactics, and building a financial model to make data-based decisions.

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