

Startup Sogna, Credici, Realizza Dall'idea Al Successo

Fully revised and expanded for the first time in a decade, this is Guy Kawasaki's classic, bestselling guide to launching and making your new product, service, or idea a success. Whether you're an aspiring entrepreneur, small-business owner, intrapreneur, or not-for-profit leader, there's no shortage of advice on topics such as innovating, recruiting, fund raising, and branding. In fact, there are so many books, articles, websites, blogs, webinars, and conferences that many startups get paralyzed, or they focus on the wrong priorities and go broke before they succeed. The Art of the Start 2.0 solves that problem by distilling Guy Kawasaki's decades of experience as one of the most hardworking and irreverent strategists in the business world. Guy has totally overhauled this iconic, essential guide for anyone starting anything. It's 64 percent longer than version 1.0 and features his latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics. Guy understands the seismic changes in business over the last decade: Once-invulnerable market leaders are struggling. Many of the basics of getting established have become easier, cheaper, and more democratic. Business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. The cloud makes basic infrastructure affordable for almost any new venture. The Art of the Start 2.0 will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team, creating an awesome product or service, and facing down your competition. As Guy likes to say, "Entrepreneur is a state of mind, not a job title." His book will help you make your crazy ideas stick, through an adventure that's more art than science – the art of the start.

THE GROUNDBREAKING NEW METHOD FOR RAISING VENTURE CAPITAL THROUGH SOCIAL NETWORKS "The declaration of independence for our industry!" —MAT DELLORSO, WealthForge Inc. "The Crowdfunding Revolution should be on the mandatory reading list for everybody active in the industry or for everyone who's planning to be." —CROWDFUND NEWS "Kevin Lawton and Dan Marom have done a great job. . . . A must-read for everybody entering the field of crowdfunding!"—GIJSBERT KOREN, Smarter Money "We recommend this book highly to anyone who is fascinated by this new methodology for funding projects and endeavors. . . . A wonderful read." —BRIAN MEECE, RocketHub "Read this book if you want to catch the next wave!" —FRED BRYANT, WealthForge Inc. "A must-read for anyone interested in the early stage funding process." —MANDAR KULKARNI, pluggd.in "The Crowdfunding Revolution offers fundraising inspiration for small business owners and aspiring entrepreneurs." —BUSINESS2COMMUNITY "The Crowdfunding Revolution offers fundraising inspiration for small business owners and aspiring entrepreneurs." —SMALL BUSINESS TRENDS YOUR POOL OF INVESTORS JUST INCREASED BY 2 BILLION . . . Since the day the first human being approached a prospective investor, the province of capital allocation has been controlled by a small and entrenched minority. All this has changed. Now, the power of the Internet—particularly social media—enables anyone to connect with more investors in less time than it used to take to connect with one. The investing pool is open, everyone is in—and The Crowdfunding Revolution shows how to get to the forefront of the new world of venture financing. This groundbreaking guide explains how the explosive growth of connectivity is obviating human-to-human networks and centralized planning of capital allocation—and describes how crowdfunding can be used to tap into a "collective intelligence" for far superior results. Providing a wealth of information that will make your crowdfunding efforts more efficient and productive, the book is organized into three thematic sections: THE ROAD HERE: A thorough overview of what crowdfunding is—and how and why this radical new approach is replacing traditional means of venture financing THE CROWDFUNDING CAMPAIGN: Proven methods for marketing to the crowd, setting clear objectives, building a crowdfunding team, and communicating in a way that inspires action THE ROAD AHEAD: The crowdfunding ecosystem, intellectual property issues, mining collective IQ, new investment models, and regulations More than 2 billion people globally are now active online—and that number is guaranteed to grow at an extraordinary rate. The Crowdfunding Revolution explains all the ins and outs of raising investment capital by using social media and new technologies to draw small sums of money from an almost countless number of sources. Organic. Transparent. Decentralized. This is crowdfunding. This is the future. Read The Crowdfunding Revolution and become the first expert in your crowd on this radical new approach poised to supplant age-old venture financing methods. Get Projects Done Quickly & Add Value Immediately Through Agile Project Management! Agile Project Management is simply shifting the world of project management at its core and

theres a reason why. With an approach to projects that is quite different from the traditional waterfall methodology, Agile Project Management focuses on added value fast while staying on track to achieve a defined business goal. Completing projects in small chunks, piece by piece, allows project stakeholders to implement deliverables much faster than waiting for all phases of the project to be completed as well as allowing for modifications to project items based on changing needs. Often overlooked as a project management style that is only for IT related projects, Agile methodology can be utilized to complete projects across any industry including company reorganization, improving upon or redefining business processes and simply any project that does has short production and implementation times.

In un paese immenso come gli Stati Uniti c'è un piccolo spazio di 80 kmq dove si sono concentrati talenti straordinari, due tra le migliori università del mondo, gli headquarter delle big tech, il più grande mercato di venture capital, il maggior numero di startup. Qui è nato un metodo che ha rivoluzionato il mondo delle startup e che dobbiamo assolutamente imparare. Ma la Silicon Valley, quella striscia di terra che va da San Francisco a San Jose, è molto più di tutto questo. È uno state of mind. È ancora oggi, nonostante lo strapotere dei giganti della Rete e le mille ombre che la attraversano, un luogo dove tutto è possibile. Dove il talento viene prima del resto. E dove respiri ovunque una cosa che altrove sembra scomparsa, perduta per sempre: l'ottimismo. Questo non è un libro che elogia la Silicon Valley, dedicato solo a chi vuole diventare il prossimo Mark Zuckerberg. È una lettura per tutti. Per gli innovatori, per i pionieri, per i visionari. Sono tre libri in uno: un manuale per fare una startup e guadagnare milioni di dollari, un reportage di viaggio nei luoghi che hanno ispirato l'innovazione e che finiscono per ispirare tutti noi, una raccolta con le storie più belle degli italiani che ce l'hanno fatta. Se potete, fate un viaggio in Silicon Valley. E tornando a casa, riportateci quella sensazione unica di energia, velocità e voglia di fare. Altrimenti, leggete le nostre pagine: le abbiamo dedicate a voi, che avete sempre voglia di imparare. Sognando California. Per farcela in Italia.

Testing Epictetus's Doctrines in a Laboratory of Human Behavior

Startup Evolution Curve from Idea to Profitable and Scalable Business

An Inspiration For Each Day of the Year

Children's Book of Philosophy

The Transformation of the Global Media Industries

Europe For Dummies

Sogna, credici, realizza. Cosa imparare dalla terra dell'innovazione per farcela in Italia

Se ti è capitato di lavorare in una start-up, ci lavorate ancora o pensate di fondarne una questo dovrebbe essere uno dei libri da tenere sul comodino. Non ci sono dubbi. Oltre alle pagine bianche in cui scrivere i tuoi progetti, prendere appunti, cose da fare e da ricordare, i tuoi pensieri, ecc) troverai alcune pagine motivazionali per aiutarti ad avviare il tuo business di successo *Sogna, credici, realizza lil tuo sogno* *Start efficace* *Raccogli i tuoi progetti* *Appunta le novità in economia e gestione delle imprese* *Fai il tuo business model* *Crea una lean startup* **OTTIMA IDEA REGALO per:** *Un imprenditore in start up che sta avviando il suo business* *Un libero professionista che sta per avviare la sua azienda* *Uno studente o un manager che sogna di diventare imprenditore* *Cosa aspetti... regala un sorriso, acquistane subito una copia! Scorri verso l'alto, fai clic su "Acquistare adesso con 1 click" e ottieni la tua copia ora!*

In 60 B.C., ten-year-old Guiamo Durmius Stolo, an exceptionally gifted Roman orphan, is abandoned in Gaul . Left to fend for himself, Guiamo is set onto a path of legend. Recognized by the gods as having world-changing talents, he is given a weapon that changes his destiny and the world's forever. Combining legitimate legends with actual historical events, Marshall Best weaves an epic story that portrays the ancient world as it might have been, a world which the ancient historians recorded as fact; a time when gods ruled the earth and strange creatures dominated the land. It is the era of civilized conquerors exploring distant and primitive new lands. Scant recordings left to us today only touch on the fringe of the fantastic and brutal reality that existed in those distant lands of the west. Into this age, young Guiamo enters the world stage as the great game-changer, and by his hand the gods and beasts become destined to disappear into myth and legend.

This book will be a valuable source of information for those concerned with rural and farm tourism, sustainable tourism and the marketing of "Calibri">local gastronomy. It presents cases with an international and interdisciplinary approach in order to provide ideas for strategic perspectives in tourism studies. Furthermore, for the first time the complex fields of rural and food tourism are examined from an international (Italy and Germany) viewpoint. This book explores ways in which gastronomical heritage (i.e., regional food, organic food) can be incorporated in rural tourism (above all farm tourism) and development policies as well as in new avenues of research e.g., sensory marketing, online marketing) in order to enhance sustainable practices both in the tourism and in the agri-food sector. Overall, the book presents an overview of benchmark practices for professionals (associations of rural tourism, farmers, etc.), while offering scholars a well-founded source to refer to in order to

gain up-to-date insights into the state of the art of studies on rural and food tourism.

The wisdom of Kabbalah teaches us how to perceive and live in the reality that spreads before us. It is a systematic method that has evolved over thousands of years, nurtured by individuals whose task was to ensure that the true wisdom would be given to those ready to receive it. The Book of Zohar (The Book of Radiance) is an ageless source of wisdom and the basis for all Kabbalistic literature. Since its appearance nearly 2,000 years ago, it has been the primary, and often only, source used by Kabbalists. Written in a unique and metaphorical language. The Book of Zohar enriches our understanding of reality and expands our worldview. However, this text should not be read in an ordinary fashion. We should patiently and repeatedly read and think about each sentence as we try to penetrate the author's feelings. We should read it slowly and try to extract the nuances of the text. Although the text deals with one subject only-how to relate to the Creator-it approaches it from different angles. This allows each of us to find the particular phrase or word that will carry us into the depths of this profound and timeless wisdom.

Money

Celtic Symbols

Sustainable Tourism Management

Learn How to Get What You Want, Increase Your Conversion Rates, and Make It Easier to Write Anything (using Formulas and Mind-Ha

The Economics of Crowdfunding

Laugh for No Reason

Startup

Money is nothing more than what is commonly exchanged for goods or services, so why has understanding it become so complicated? In Money, renowned economist John Kenneth Galbraith cuts through the confusions surrounding the subject to present a compelling and accessible account of a topic that affects us all. He tells the fascinating story of money, the key factors that shaped its development, and the lessons that can be learned from its history. He describes the creation and evolution of monetary systems and explains how finance, credit, and banks work in the global economy. Galbraith also shows that, when it comes to money, nothing is truly new—least of all inflation and fraud.

When physical disability from combat wounds brought about Jim Stockdale's early retirement from military life, he had the distinction of being the only three-star officer in the history of the navy to wear both aviator wings and the Congressional Medal of Honor. His writings have been many and varied, but all converge on the central theme of how man can rise with dignity to prevail in the face of adversity.

This book focuses on various types of crowdfunding and the lessons learned from academic research. Crowdfunding, a new and important source of financing for entrepreneurs, fills a funding gap that was traditionally difficult to close. Chapters from expert contributors define and carefully evaluate the various market segments: donation-based and reward-based crowdfunding, crowdinvesting and crowdlending. They further provide an assessment of startups, market structure, as well as backers and investors for each segment. Attention is given to the theoretical and empirical findings from the recent economics and finance literature. Furthermore, the authors evaluate relevant regulatory efforts in several jurisdictions. This book will appeal to finance, entrepreneurship and legal scholars as well as entrepreneurs and platform operators.

A history of economic concepts with emphasis on those of Adam Smith, Marx, and Keynes.

Startup Marketing Manual

The Art of the Start 2.0

Elevate

How to Survive the Economic Collapse and Be Happy

The Discourses of Epictetus

A Quick Start Beginner's Guide to Mastering Agile Project Management

Scaling Collaboration Across the Organization

Compiling the wisdom of nine books—including international bestseller *The Power of Positive Thinking*—this timeless classic provides readers with a daily message of inspiration and affirmation from Norman Vincent Peale. Norman Vincent Peale's philosophy of positive thinking has had an unprecedented influence on millions of people throughout the world. Now, the wisdom of nine books—including *The Power of Positive Thinking*—can be found within these pages. Timeless in their message, invaluable in the course of daily life, Dr. Peale's classic books provide inspiration when you most need it and lead the way to a fuller, happier, more satisfying life. With a new introduction by Dr. Peale, *Positive Thinking Every Day* will help make your every day the best it can possibly be.

This book focuses on the issues and trends in outdoor, 'nature-based' recreation, leisure and tourism and explores the implications for public policy, planning, management and marketing. It is intended as supplementary reading for advanced students and is a useful reference tool.

"Cato, history's most famous foe of authoritarian power, was the pivotal political man of Rome; an inspiration to our Founding Fathers; and a cautionary figure for our times. He loved Roman republicanism, but saw himself as too principled for the mere politics that might have saved it. His life and lessons are urgently relevant in the harshly divided America—and world—of today. With erudition and verve, Rob Goodman and Jimmy Soni turn their life of Cato into the most modern of biographies, a blend of *The Decline and Fall of the Roman Empire* and *Game Change*."—Howard Fineman, Editorial Director of *The Huffington Post* Media Group, NBC and MSNBC News Analyst, and New York Times bestselling author of *The Thirteen American Arguments* "A

truly outstanding piece of work. What most impresses me is the book's ability to reach through the confusing dynastic politics of the late Roman Republic to present social realities in a way intelligible to the modern reader. Rome's Last Citizen entertainingly restores to life the stoic Roman who inspired George Washington, Patrick Henry and Nathan Hale. This is more than a biography: it is a study of how a reputation lasted through the centuries from the end of one republic to the start of another."—David Frum, *DailyBeast* columnist, former White House speech writer, and New York Times bestselling author of *The Right Man* Marcus Porcius Cato: aristocrat who walked barefoot and slept on the ground with his troops, political heavyweight who cultivated the image of a Stoic philosopher, a hardnosed defender of tradition who presented himself as a man out of the sacred Roman past—and the last man standing when Rome's Republic fell to tyranny. His blood feud with Caesar began in the chamber of the Senate, played out on the battlefields of a world war, and ended when he took his own life rather than live under a dictator. Centuries of thinkers, writers, and artists have drawn inspiration from Cato's Stoic courage. Saint Augustine and the early Christians were moved and challenged by his example. Dante, in his *Divine Comedy*, chose Cato to preside over the souls who arrive in Purgatory. George Washington so revered him that he staged a play on Cato's life to revive the spirit of his troops at Valley Forge. Now, in *Rome's Last Citizen*, Rob Goodman and Jimmy Soni deliver the first modern biography of this stirring figure. Cato's life is a gripping tale that resonates deeply with our own turbulent times. He grappled with terrorists, a debt crisis, endemic political corruption, and a huge gulf between the elites and those they governed. In many ways, Cato was the ultimate man of principle—he even chose suicide rather than be used by Caesar as a political pawn. But Cato was also a political failure: his stubbornness sealed his and Rome's defeat, and his lonely end casts a shadow on the recurring hope that a singular leader can transcend the dirty business of politics. *Rome's Last Citizen* is a timeless story of an uncompromising man in a time of crisis and his lifelong battle to save the Republic.

Big Data is a big topic, based on simple principles. Guided by leading expert in the field, David Stephenson, you will be amazed at how you can transform your company, and significantly improve KPIs across a broad range of business units and applications. Find out how an ecommerce company avoided two million product returns per year, how a newspaper saw triple-digit annual growth in digital subscriptions, how researchers in England learned to better detect pending cardiovascular problems, and how AI programs taught themselves to win games using techniques that even their human programmers didn't understand, all thanks to big data. Find out also how one company realized it could swap a million dollar hardware system with a twenty thousand dollar replacement. With simple and straightforward chapters that allow you to map examples onto your own business, *Big Data Demystified* will help you: · Know which data is most useful to collect now and why it's important to start collecting that data as soon as possible. · Understand big data and data science and how they can help you reach your business goals and gain competitive advantage. · Use big data to understand where you are now and how you can improve in the future. · Understand factors in choosing a big data system, including whether to go with cloud-based solutions. · Construct your big data team in a way that supports an effective strategy and helps make your business more data-driven. **BIG DATA MAKES A BIG DIFFERENCE** "Read this book! It is an essential guide to using data in a practical way that drives results." Ian McHenry, CEO Beyond Pricing "This is the book we've been missing: big data explained without the complexity." Marc Salomon, Professor in Decision Sciences and Dean at University of Amsterdam Business School "Big Data for the rest of us! I have never come across a book that is so full of practical advice, actionable examples and helpful explanations. Read this one book and start executing Big Data at your workplace tomorrow!" Tobias Wann CEO at @Leisure Group

On God, Love, the Human Spirit, and Living a Good Life

Food, Agri-Culture and Tourism

The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

The Three Disciplines of Advanced Strategic Thinking

Crowdfunding for SMEs

Agile Project Management For Dummies

Quaderno Segreto Di Chi Pensa in Grande [Idea Regalo per Imprenditori in Startup]

According to a study published in Chief Executive Magazine, the most valued skill in leaders today is strategic thinking. However, more than half of all companies say that strategic thinking is the skill their senior leaders most need to improve. Elevate provides leaders with a framework and toolkit for developing advanced strategic thinking capabilities. Unlike the majority of books that focus on strategy from a corporate perspective, Elevate gives the individual executive practical tools and techniques to help them become a truly strategic leader. The new framework that will enable leaders to finally integrate both strategy and innovation into a strategic approach that drives their profitable growth is the Three Disciplines of Advanced Strategic Thinking: 1. Coalesce: Fusing together insights to create an innovative business model. 2. Compete: Creating a system of strategy to achieve competitive advantage. 3. Champion: Leading others to think and act strategically to execute strategy. Every leader desperately wants to be strategic--their career depends on it. Elevate provides the roadmap to reach the strategic leadership summit.

StartupSilicon ValleySogna, credici, realizza. Cosa imparare dalla terra dell'innovazione per farcela in ItaliaHOEPLI EDITORE

A clear and concise history of economic thought, developed from the author's award-winning book, *The Wealth of Ideas*.

Crowdfunding for SMEs: A European Perspective provides a valuable insight into this new source of capital. In particular, the authors focus on financial return crowdfunding, which repays the crowd either through debt or equity. This source of capital might play a significant role in the future becoming an alternative or a complement to traditional funding sources. It is therefore of the uttermost importance to understand what has boosted its exponential growth in recent years, as well as the key drivers of success of P2P lending and equity

crowdfunding campaigns on both the funders and the fundraisers side. Due to the financial nature of the return provided to the crowd, financial return crowdfunding has been the object of recent waves of regulation, although the European Union still lacks a set of common rules. The aim of regulation should be twofold, to protect investors and, at the same time, to favor the financing for SMEs. In this book, the authors explore such issues and the regulatory policies, while looking to the future of financial return crowdfunding as an evolving source of capital.

Stealing Fire from the Gods

The Complete Guide to Story for Writers and Filmmakers

Agile and Lean Program Management

Sogna, credici, realizza. Dall'idea al successo

Startups, Portals and Investor Behavior

Too Big to Ignore

Silicon Valley

The contributors show that digital media are disrupting entire media industries, but without erasing the past and insist that one media sector is not the same as the next. As the title signals even in the age of convergence and remix culture, different media continue to display their own distinctive political economies.

You are about to become obsolete. You think you are special, unique, and that whatever it is that you are doing is impossible to replace. You are wrong. As we speak, millions of algorithms created by computer scientists are frantically running on servers all over the world, with one sole purpose: do whatever humans can do, but better. That is the argument for a phenomenon called technological unemployment, one that is pervading modern society. But is that really the case? Or is it just a futuristic fantasy? What will become of us in the coming years, and what can we do to prevent a catastrophic collapse of society? Robots Will Steal Your Job, But That's OK: how to survive the economic collapse and be happy explores the impact of technological advances on our lives, what it means to be happy, and provides suggestions on how to avoid a systemic collapse.

What is it about the arts of the ancient Celts that make them so fascinating for today's fashions and jewelry, graphic design, and even architecture? It's as though their ancient magical powers still cast a spell over us. It's easy to see why, when you become familiar with the stories and the representations of the 50 most important symbol groupings. Illustrated texts reveal dozens of cultic figures featured in ancient Celtic rituals, including wild animals and birds, reptiles and fish, trees and flowers, numbers, spirals, crosses, circles, and many other designs. Each spread depicts the qualities and values they symbolize, with examples of characters and stories from ancient myths that can be incorporated into your favorite designs today.

Sustainable tourism is attracting enormous attention today throughout the world. This book provides an up-to-date, comprehensive coverage of the practice and management of the subject. It offers a range of definitions of sustainable tourism from different sectors of tourism and different parts of the world. Key issues and current debates are also discussed and a range of examples of sustainable tourism management practice are given. The book is designed to be interactive, with group and individual exercises and discussion points to further understanding of the subject

Vita Da Starupper

Managerial Cognitive Issues of Digital Transformation

The Life and Legacy of Cato, Mortal Enemy of Caesar

Robots Will Steal Your Job, But That's OK

Everything You Need to Know about How the Economy Works and Where It's Going

Linking Local Gastronomy and Rural Tourism: Interdisciplinary Perspectives

The Crowdfunding Revolution: How to Raise Venture Capital Using Social Media

Come nasce l'idea di una startup? Come si conquista il mercato? Dove si trovano i soldi? Business angel e venture capital? Il crowdfunding funziona? Che differenza c'è tra incubatore e acceleratore? Cos'è l'open innovation? Come si fa un'exit? Andare all'estero: sì, no, quando? E se poi fallisco? Il fenomeno delle startup, nato nella Silicon Valley, è arrivato anche in Italia. Giovani talenti, studenti illuminati, ingegneri, programmatori si inventano un'impresa innovativa. Hanno un sogno e sono disposti a tutto per realizzarlo. Non sono mossi dalla logica del profitto, ma da quella di cambiare il mondo. Sono i nuovi eroi. Questo libro è una guida essenziale per chi vuole creare una startup. Scritto da quattro giornalisti che ogni giorno si confrontano con questo ecosistema. 10 capitoli da leggere tutti d'un fiato, con le interviste esclusive ai founder di startup mondiali, da Airbnb a Candy Crush. 10 capitoli da sottolineare. 10 capitoli da conservare nel tempo per chi vuole farcela. E magari, chissà, cambiare il mondo. During the last years of his life, Leo Tolstoy kept one book invariably on his desk, read and reread it to his family, and recommended it to all his friends: a compendium of wise thoughts gathered over the course of a decade from his wide-ranging readings in philosophy and religion, and from his own spiritual meditations. It was banned under the Communists, and only one volume, A Calendar of Wisdom, drawn largely from the writings of other famous thinkers, has been published before in English. Wise Thoughts For Every Day is the volume comprising Tolstoy's own most essential ideas about spirituality and what it is to live a good life. Designed by Tolstoy to be a cycle of daily readings, this book offers thoughts and aphorisms for every day according to a succession of themes repeated each month—such as God, the soul, desire, our passions, humility, inequality, evil, truth, happiness, prayer, and the blessings of love. At once challenging, comforting, and inspiring, this is a spiritual treasure trove and a book of great human warmth.

This fun and informative introduction to the history of philosophy and its key figures and movements, from stoicism to existentialism, is for any child asking "what is philosophy?" Questions like "who am I?", "why does the world exist?" and philosophical theories from Plato to Sartre are made easy to understand using clear examples, timelines, and at-a-glance facts. If your child is curious about the world and the thinkers who shaped it, the Children's Book of Philosophy is for them.

It's like an IKEA guide for building your next startup. Based on research of 1,447 startups and highly recommended by more than 30 international experts. It's not a book you read in a day, but like a manual you take with you and consult from time to time. Every startup founder should have it on the desk! SHOWS THE WAY Donatas Jonikas (Ph.D.) provides clear and actionable guidelines for

what to do next if you want to transform your innovative ideas into profitable and scalable business: * What should be done and why it is needed * Actionable steps and how to do it * Real case startup examples * References for further reading * Templates and swipe files for download SAVES YOUR TIME This step-by-step guide is designed for people who don't have time and want to take action right now. If this describes you, here is how you should use this book: * Choose one of the five startup development stages you are currently most interested in * Review the topics to get of what should be done in that stage * Review the "how to do it" infographic at the beginning of the topic and follow the instructions COVERS ALL THAT'S NECESSARY The concept of Startup Evolution Curve has five stages with seven lessons (or tasks to be done) in each. This is a comprehensive manual with 35 lessons on startup marketing strategy and implementation that covers: * Feasibility study * Hypotheses and experiments * Fundraising * Product launch * Growth hacking PROVIDES ADDITIONAL RESOURCES FOR FREE! * 20 templates and swipe files for download * Online video course on how to create an irresistible offer * Invitation to join the group of like-minded startup entrepreneurs

Wise Thoughts for Every Day

Agile Project Management

The Business Case for Big Data

Whence It Came, Where It Went

Guiamo

The Political Economies of Media

Big Data Demystified

Learn how to get what you want. Learn how to increase your conversion rates. Learn how to make it easier to write anything (using formulas and mind-hacks). The information inside has turned keystrokes from my fingers, into millions of dollars in sales. Some of the concepts inside have been able to turn a poor man, into a rich man, by simply re-arranging some words on a page.

Presents a step-by-step guide to effectively manage the computer software development process.

Presents interviews with leading philosophers who discuss the ideas and works of the most important philosophers throughout history, including Socrates, Wittgenstein, and Derrida.

A revised and expanded sequel to Stealing Fire from the Gods, this 2nd edition includes important new revelations concerning the ultimate source of unity, the structures of the whole story passage, the anti-hero's journey, the high-concept great idea, the secrets of charismatic characters, and the analyses of many important new stories and successful films.

A Brief History of Economic Thought

How to use big data, data science and AI to make better business decisions and gain competitive advantage

A European Perspective

Rome's Last Citizen

Positive Thinking Every Day

Trends in Outdoor Recreation, Leisure, and Tourism

Residents in Boston, Massachusetts are automatically reporting potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer driving patterns and uses that information to offer rates truly commensurate with individual safety. Google accurately predicts local flu outbreaks based upon thousands of user search queries. Amazon provides remarkably insightful, relevant, and timely product recommendations to its hundreds of millions of customers. Quantcast lets companies target precise audiences and key demographics throughout the Web. NASA runs contests via gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. Explorys offers penetrating and previously unknown insights into healthcare behavior. How do these organizations and municipalities do it? Technology is certainly a big part, but in each case the answer lies deeper than that. Individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data. And each of these organizations has embraced Big Data, allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In Too Big to Ignore, recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: Big Data, the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. Never before have we seen data with the volume, velocity, and variety of today. Big Data is no temporary blip of fad. In fact, it is only going to intensify in the coming years, and its ramifications for the future of business are impossible to overstate. Too Big to Ignore explains why Big Data is a big deal. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage Big Data. Rife with case studies, examples, analysis, and quotes from real-world Big Data practitioners, the book is required reading for chief executives, company owners, industry leaders, and business professionals.

Scale collaboration, not process. If you're trying to use agile and lean at the program level, you've heard of several approaches, all about scaling processes. If you duplicate what one team does for several teams, you get bloat, not delivery. Instead of scaling the process, scale everyone's collaboration. With autonomy, collaboration, and exploration, teams and program level people can decide how to apply agile and lean to their work. Learn to collaborate around deliverables, not meetings. Learn which measurements to use and how to use those measures to help people deliver more of what you want (value) and less of what you don't want (work in progress). Create an environment of servant leadership and small-world networks. Learn to enable autonomy, collaboration, and exploration across the organization and deliver your product. Scale collaboration with agile and lean program management and deliver your product.

Discover Agile Project Management DO YOU WANT TO ACHIEVE THE BEST AT EVERY STAGE OF A PROJECT ? DO YOU WANT FLEXIBILITY WITHIN THE TEAM AND GET THE BEST OUT OF YOUR EMPLOYEES? Agile Project Management is a well-rounded introduction to the principles of managing a project with diligence and efficiency. The book describes the basics including the composition of the project team; and shows you the role of each participant. When you read through the book, you will see that every person involved in the project is important and that each one of them feels specially valued and appreciated. You will also love the flexibility with which the team works, making work feel more like a hobby than a stressful undertaking that has to be done at specified times, for defined lengths of time and at designated locations. In this book, you will learn: What agile project management is How agile project management came to be How

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