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Get the Funding You Need From Venture Capitalists and Turn Your New Business Proposal into Reality

Authoritative and comprehensive, *Raising Venture Capital for the Serious Entrepreneur* is an all-in-one sourcebook for entrepreneurs seeking venture capital from investors. This expert resource contains an unsurpassed analysis of the venture capital process, together with the guidance and strategies you need to make the best possible deal\_ and ensure the success of your business. Written by a leading international venture capitalist, this business-building resource explores the basics of the venture

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capital method, strategies for raising capital, methods of valuing the early-stage venture, and techniques for negotiating the deal. Filled with case studies, charts, and exercises, *Raising Venture Capital for the Serious Entrepreneur* explains:

- How to develop a financing map
- How to determine the amount of capital to raise and what to spend it on
- How to create a winning business plan
- How to agree on a term sheet with a venture capitalist
- How to split the rewards
- How to allocate control between founders/management and investors
- Introducing information security professionals to the world of artificial intelligence and machine learning through explanation and examples.

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Filled with pragmatic insights, proactive strategies, and best practices, The New CFO Financial Leadership Manual, Second Edition is destined to become your essential desktop companion. This thorough guidebook is essential reading for the CFO requiring an overview of strategies, measurement and control systems, financial analysis tools, funding sources, and management improvement tips.

The Lean Product Lifecycle is a playbook that provides frameworks, methods and tools to develop innovative new products and business models, while managing your core portfolio.

The Hardware Startup

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A Best Practice Framework for Rapid Generation of Customer Success

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Reinvent Your Business Model

The Art of Network Penetration Testing is a guide to simulating an internal security breach. You'll take on the role of the attacker and work through every stage of a professional pentest, from information gathering to

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seizing control of a system and owning the network. Summary Penetration testing is about more than just getting through a perimeter firewall. The biggest security threats are inside the network, where attackers can rampage through sensitive data by exploiting weak access controls and poorly patched software. Designed for up-and-coming security professionals, *The Art of Network Penetration Testing* teaches you how to take over an enterprise network from the inside. It lays out every stage of an internal security assessment step-by-step, showing you how to identify weaknesses before a malicious invader can do real damage. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the

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technology Penetration testers uncover security gaps by attacking networks exactly like malicious intruders do. To become a world-class pentester, you need to master offensive security concepts, leverage a proven methodology, and practice, practice, practice. This book delivers insights from security expert Royce Davis, along with a virtual testing environment you can use to hone your skills. About the book *The Art of Network Penetration Testing* is a guide to simulating an internal security breach. You'll take on the role of the attacker and work through every stage of a professional pentest, from information gathering to seizing control of a system and owning the network. As you brute force passwords, exploit unpatched services, and elevate network level

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privileges, you'll learn where the weaknesses are—and how to take advantage of them. What's inside Set up a virtual pentest lab Exploit Windows and Linux network vulnerabilities Establish persistent re-entry to compromised targets Detail your findings in an engagement report About the reader For tech professionals. No security experience required. About the author Royce Davis has orchestrated hundreds of penetration tests, helping to secure many of the largest companies in the world. Table of Contents 1 Network Penetration Testing PHASE 1 - INFORMATION GATHERING 2 Discovering network hosts 3 Discovering network services 4 Discovering network vulnerabilities PHASE 2 - FOCUSED PENETRATION 5 Attacking

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vulnerable web services 6 Attacking vulnerable database services 7 Attacking unpatched services PHASE 3 - POST-EXPLOITATION AND PRIVILEGE ESCALATION 8 Windows post-exploitation 9 Linux or UNIX post-exploitation 10 Controlling the entire network PHASE 4 - DOCUMENTATION 11 Post-engagement cleanup 12 Writing a solid pentest deliverable

Offers six sample business models and thirty case studies to help build and monetize a business.

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home. The Samsung DeX - a feature you can use to connect your device to your Smart TVs and others - was fully discussed for users who just want to do more with their device. For artists or creative writers who just want to draw with their stylus Pen, this is a guide for you. While some people just want to navigate the internet, make calls and send messages to their loved ones on their Galaxy Tab; you are in the right place to. This book will give you all the guides you need to work with your device. Get more information such as; How to get started with Samsung Tab S7 and S7+ How to charge your tab S7 and S7+ How to Boost your Samsung Galaxy tab S7 and S7+ device's charging speed How to Install SIM card on Samsung Galaxytab S7 and S7+ How to Install a memory

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*up and running and much more. This book will walk you step-by-step through setup, customization, and everything your iPad can do. As you read this book, it will help you develop your skills with the use of Apple iPad devices.*

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*build products that customers love* *The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts,*



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*many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly*

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*to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an*

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*indispensable, hands-on resource.*

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*occupy an informed seat at the table). Understanding apps: Learn the nuts and bolts of different platforms (iOS, Android, BlackBerry, Windows Phone, Symbian) and HTML5. Learn about distribution, resolution, and specifics on the largest platforms. Getting your app built: Know what they cost, how to find and review a firm, what the build process is like, and see use cases. Case Studies: Real world examples and the advice clients would pass on to other people starting an app project. Whether you are building for iOS for iPad, iPhone and iPod, Android for mobile and tablet, HTML5--or all three, this book has the information you will need. Even if you are considering*

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*BlackBerry, Windows Phone or Symbian (Nokia) development you will be able to show up to meetings with an informed stance. Only have 10 minutes? Want to cut to the chase and whip out some answers to almost every question you have? Want a quick guide to every piece of information in this book? Skip right to the chapter, Everything You Need to Know in This Book--in Ten Minutes. [NOTE: This book is the DELUXE EDITION and contains color photographs, screenshots and color formatting throughout. The content is the same as the standard (black and white interior) and Kindle editions.] From the Reum brothers—former Goldman Sachs*

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*investment bankers, successful operators, and investors—comes **Shortcut Your Startup**, a practical playbook for both aspiring and seasoned entrepreneurs, filled with unconventional yet accessible advice for maximizing your business venture. Courtney and Carter Reum have years of experience in the field, from investing in over 130 companies, including Lyft, Pinterest, Warby Parker, and ClassPass, to driving the success of their own liquor brand, VEEV Spirits. The Reum brothers have learned from every triumph and tribulation, and over the years have developed an effective and easy-to-understand guide to help entrepreneurs through the startup journey*

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- Think Milestones, Not Time*
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Johnson focuses not so much on the development of new technologies and products as on the implementation of new business models. A successful business model depends on four aspects--a customer value proposition (CVR), a profit formula, and the key resources and processes that need to be in place in order to deliver value to the customer. Building on this simple model,

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Johnson explores, using a number of case studies, how companies can move into transforming existing markets, creating new markets, and emerging in a strong position from times of industry upheaval.

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products" and it is a relatively new and fast-growing profession with many new CSMs coming into it from other customer-facing professions. Due to the speed with which the profession is undergoing change as it matures and expands, both new and existing CSMs need to keep abreast of customer success best practice. However there are relatively few books that provide much in the way of practical guidance for customer success practitioners and even less options for resources such as tools, templates and checklists that enable a consistently high quality approach whilst increasing the CSM's productivity. Practical Customer Success Management is a practical guide book and comprehensive training

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manual for CSMs that provides a simple to follow, best practice framework that lays out the core steps at every stage of the customer journey to business outcome success. It describes and explains which situations each step applies to and provides recommendations for activities or tasks that the CSM can perform to complete each step, together with detailed guidance for successfully completing those activities. The book also includes a suite of tools and templates that enable rapid completion of tasks whilst ensuring consistency of approach both across multiple customer engagements and by multiple CSMs within a team.

Named a Top 10 Business Strategy Book of 2018 by Inc.

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magazine In his pioneering book *Seizing the White Space*, Mark W. Johnson argued that business model innovation is the most proven path to transformational growth. Since then, Uber, Airbnb, and other startups have disrupted whole industries; incumbents such as Blockbuster, Sears, Toys "R" Us, and BlackBerry have fallen by the wayside; and digital transformation has become one of the business world's hottest (and least understood) slogans. Nearly a decade later, the art and science of business model innovation is more relevant than ever. In this revised, updated, and newly titled edition, Johnson provides an eminently practical framework for understanding how a business model

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actually works. Identifying its four fundamental building blocks, he lays out a structured and repeatable process for reinventing an existing business model or creating a new one and then incubating and scaling it into a profitable and thriving enterprise. In a new chapter on digital transformation, he shows how serial transformers like Amazon leverage business model innovation so successfully. With rich new case studies of companies that have achieved new success and postmortems of those that haven't, *Reinvent Your Business Model* will show you how to: Determine if and when your organization needs a new business model Identify powerful new opportunities to serve your existing

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customers in existing markets Reach entirely new customers and create new markets through disruptive business models and products Seize opportunities for growth opened up by tectonic shifts in market demand, government policy, and technologies Make business model innovation a more predictable discipline inside your organization Business model innovation has the power to reshape whole industries--including retail, aviation, media, and technology--redistributing billions of dollars of value. This book gives you the tools to reshape your own company for enduring success. Reinvent Your Business Model is the strategic innovation playbook you need now and in the future.



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How did salesforce.com grow from a start up in a rented apartment into the world's fastest growing software company in less than a decade? For the first time, Marc Benioff, the visionary founder, chairman and CEO of salesforce.com, tells how he and his team created and used new business, technology, and philanthropic models tailored to this time of extraordinary change. Showing how salesforce.com not only survived the dotcom implosion of 2001, but went on to define itself as the leader of the cloud computing revolution and spark a \$46-billion dollar industry, Benioff's story will help business leaders and entrepreneurs stand out, innovate better, and grow faster in any economic climate. In

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Behind the Cloud, Benioff shares the strategies that have inspired employees, turned customers into evangelists, leveraged an ecosystem of partners, and allowed innovation to flourish.

Lean Analytics

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The Mobile Analytics Playbook

A Strategic Guide to Growing a Business in Today's Digital World

Agile development methodologies may have started life in IT, but their widespread and continuing adoption means there are many practitioners outside of IT--including designers--who need to change their thinking and adapt their practices. This is the missing book about agile that shows how designers, product managers, and development teams can integrate experience design into lean and agile product

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development. It equips you with tools, techniques and a framework for designing great experiences using agile methods so you can deliver timely products that are technically feasible, profitable for the business, and desirable from an end-customer perspective. This book will help you successfully integrate your design process on an agile project and feel like part of the agile team. do good design faster by doing just enough, just in time. use design methods from disciplines such as design thinking, customer-centered design, product design, and service design. create successful digital products by considering the needs of the end-customer, the business, and technology. understand the next wave of thinking about continuous design and continuous delivery.

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**“Why aren’t you using LTM EBITDA for credit metrics?” asked the managing director who sat across from me, his widow’s peak clearly visible as he inspected the sheet in front of him. His spacious office looked out onto New York Harbor. “Bust,” said the vice president, who was a slightly younger, douchier version of Widow’s Peak. He slashed his red ballpoint pen across the sheet and flipped to the next page. “Walk me through the debt paydown and your interest rate assumptions,” continued the VP. “Pretty dovish view. Maybe the Fed knows what they’re doing after all,” said Widow’s Peak. He shot a glance at the VP.**

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**They shared a chuckle—at what, I couldn't tell you. This question about interest rates I knew: Dovish, I thought. Doves fly south for the winter, so dovish is downwards...low interest rates— “We're running short on time,” said Widow's Peak. He flipped to the cover page of my presentation. “One final point—all pitch decks should have the same title.” “Since this presentation was geared towards an LBO analysis I was thinking—” “No thinking. All decks—same title—Discussion Materials.” Noted. Discussion Materials gives the reader an honest look at Wall Street from someone in the trenches. After graduating from Columbia Business School, Bill Keenan joined Deutsche Bank's investment banking division as an**

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