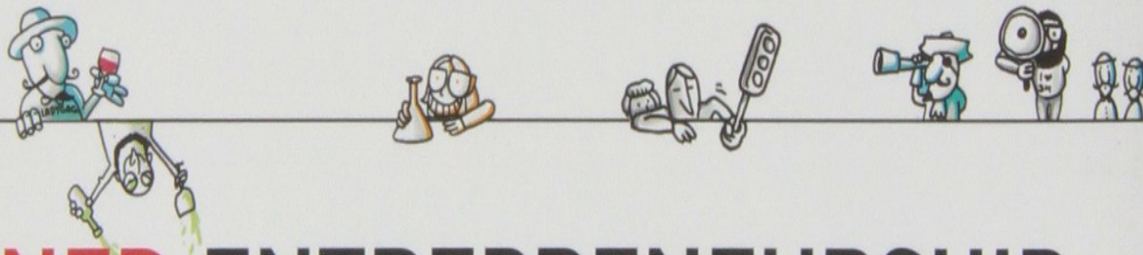


24 STEPS TO A **SUCCESSFUL STARTUP**



# **DISCIPLINED** ENTREPRENEURSHIP

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**WILEY**

# Resumo de Disciplined Entrepreneurship: 24 Steps to a Successful Startup

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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