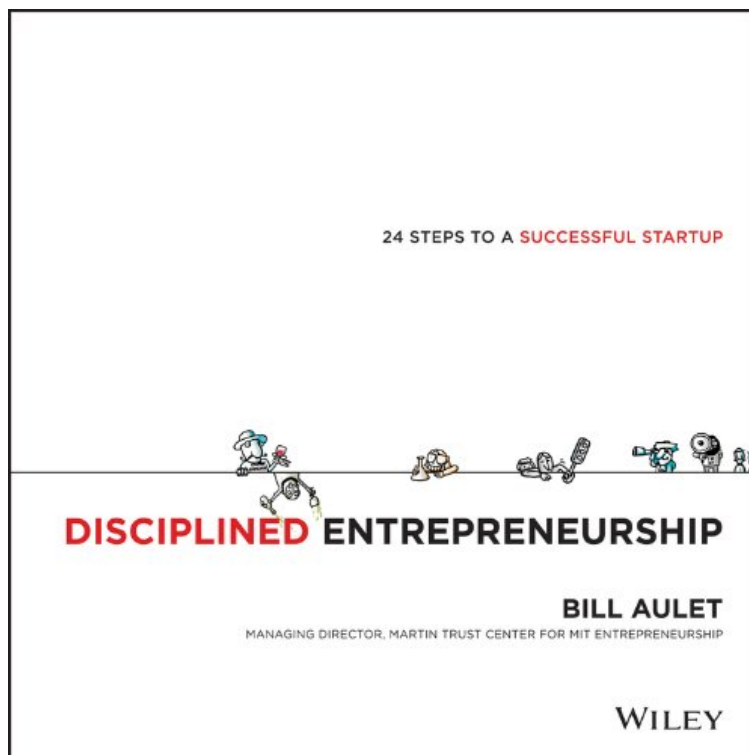


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Disciplined Entrepreneurship: 24 Steps to a Successful Startup



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entrepreneurs face and how to overcome them How to use innovation to stand out in the crowd its not just about technology Whether youre 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. Quatrim de couverture Praise for Disciplined Entrepreneurship "Entrepreneurship is not only a mindset but a skill set. The 24Steps presents a practical stepbystep process to channel thecreative spirit to maximize the chances of success and ultimateimpact." Mitch Kapor, founder, Lotus DevelopmentCorporation "Entrepreneurship is a learned skill which can be honed throughcrisp execution. This book can help every entrepreneur dramaticallyincrease the likelihood of success by providing stepbystepguidance on how to approach starting a new business. I recommend itto all ambitious entrepreneurs." Doug Leone, Managing Partner, Sequoia Capital "While the spirit of entrepreneurship is often aboutserendipity, the execution is not. This book takes you through asystematic approach to significantly increase your odds ofsucceeding in making a worldchanging and sustainablecompany." Joi Ito, Director, MIT Media Lab "While I am not a big fan of business plans, I am a big fan ofthe business planning process. This book provides an invaluablecomprehensive framework for innovationdriven entrepreneurs toexecute the business planning process." Brad Feld, Managing Director of the Foundry Group, cofounder of TechStars, and creator of the StartupRevolution book series