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INNOVATION AND AGILITY IN THE DIGITAL AGE SOUFYANE FRIMOUSSE 2019-05-21 AFRICA IS A LABORATORY FOR MANAGERIAL AND SOCIETAL INNOVATIONS BUILT OUT OF PRAGMATIC ARRANGEMENTS. SOME AFRICAN COMPANIES OFFER PRODUCTS AND SERVICES THAT GO BEYOND THE STANDARD PRACTICES OF THEIR INTERNATIONAL COUNTERPARTS, BASED ON ORIGINAL AND INVENTIVE MANAGERIAL CHARACTERISTICS. SUCH SUCCESS STORIES OUTLINE A NEW MODEL OF MANAGEMENT AND INNOVATION FOR COMPANIES IN THE DIGITAL ERA. THE AFRICAN INNOVATIONS THAT HAVE EMERGED OVER THE PAST TEN YEARS ARE DIRECTLY LINKED TO A MANAGERIAL MODEL THAT PERFECTLY MEETS THE DEMANDS OF THE DIGITAL ERA. THESE NEW ORGANIZATIONS INDICATE THAT GOOD MANAGERIAL PRACTICES AND INNOVATION MODELS ALSO COME FROM THE GLOBAL SOUTH AND NO LONGER EXCLUSIVELY FROM THE EAST COAST OF THE UNITED STATES. UNDERSTANDING THESE DYNAMICS IS OF GREAT THEORETICAL AND PRACTICAL INTEREST FOR THE MANY COMPANIES STRUGGLING TO SEIZE THE OPPORTUNITIES FOR GROWTH IN AFRICA.

LEADING THE LEARNING REVOLUTION JEFF COBB 2013 EXPLAINS HOW TO GET INVOLVED IN THE CONTINUING ADULT EDUCATION INDUSTRY, COVERING SUCH TOPICS AS CREATING BUSINESS MODELS FOR THE ONLINE LEARNING LANDSCAPE, PROMOTING CONTENT, CREATING AN ACTION PLAN, AND CONVERTING PROSPECTS TO CUSTOMERS.

JE GAGNE MA VIE AVEC MON BLOG : L'AVEVENTURE QUI M'A AMENÉ DE 0 À PLUS D'1 MILLION D'EUROS DE VENTES LIEN AMACKER 2014-04-10 EN 2010 AURÉ LIEN REFUSE UN TRAVAIL BIEN PAYÉ LA DÉFENSE ET SE DONNE UN AN POUR GAGNER SA VIE AVEC SON BLOG ET VOYAGER. COMMENCE ALORS UNE AVENTURE QUI L'AMÈNERA DE 0 À 1 MILLION D'EUROS DE VENTES SUR INTERNET TOUT EN VOYAGEANT AUX QUATRE COINS DU MONDE (POLOGNE, UKRAINE, BRÉSIL, COLOMBIE, ETATS-UNIS). VOUS DÉCOUVRIREZ AUSSI DANS CE LIVRE, EXEMPLES DE L'APPUI, COMMENT DE NOS JOURS DE SIMPLES AMATEURS LANCENT DES BLOGS RENTABLES SUR TOUTES SORTES DE THÉMATIQUES

THE STARTUP WAY ERIC RIES 2017-10-17 ENTREPRENEUR AND BESTSELLING AUTHOR OF *THE LEAN STARTUP*, ERIC RIES REVEALS HOW ENTREPRENEURIAL PRINCIPLES CAN BE USED BY BUSINESSES OF ALL KINDS, RANGING FROM ESTABLISHED COMPANIES TO EARLY-STAGE STARTUPS, TO GROW REVENUES, DRIVE INNOVATION, AND TRANSFORM THEMSELVES INTO TRULY MODERN ORGANIZATIONS, POISED TO TAKE ADVANTAGE OF THE ENORMOUS OPPORTUNITIES OF THE TWENTY-FIRST CENTURY. IN *THE LEAN STARTUP*, ERIC RIES LAID OUT THE PRACTICES OF SUCCESSFUL STARTUPS – BUILDING A MINIMAL VIABLE PRODUCT, CUSTOMER-FOCUSED AND SCIENTIFIC TESTING BASED ON A BUILD-MEASURE-LEARN METHOD OF CONTINUOUS INNOVATION, AND DECIDING WHETHER TO PERSEVERE OR PIVOT. IN *THE STARTUP WAY*, HE TURNS HIS ATTENTION TO AN ENTIRELY NEW GROUP OF ORGANIZATIONS: ESTABLISHED ENTERPRISES LIKE ICONIC MULTINATIONALS GE AND TOYOTA, TECH TITANS LIKE AMAZON AND FACEBOOK, AND THE NEXT GENERATION OF SILICON VALLEY UPSTARTS LIKE AIRBNB AND TWILIO. DRAWING ON HIS EXPERIENCES OVER THE PAST FIVE YEARS WORKING WITH THESE ORGANIZATIONS, AS WELL AS NONPROFITS, NGOS, AND GOVERNMENTS, RIES LAYS OUT A SYSTEM OF ENTREPRENEURIAL MANAGEMENT THAT LEADS ORGANIZATIONS OF ALL SIZES AND FROM EVERY INDUSTRY TO SUSTAINABLE GROWTH AND LONG-TERM IMPACT. FILLED WITH IN-THE-FIELD STORIES, INSIGHTS, AND TOOLS, *THE STARTUP WAY* IS AN ESSENTIAL ROAD MAP FOR ANY ORGANIZATION NAVIGATING THE UNCERTAIN WATERS OF THE CENTURY AHEAD.

SECRETS OF SAND HILL ROAD SCOTT KUPOR 2019-06-04 A WALL STREET JOURNAL BESTSELLER! WHAT ARE VENTURE CAPITALISTS SAYING ABOUT YOUR STARTUP BEHIND CLOSED DOORS? AND WHAT CAN YOU DO TO INFLUENCE THAT CONVERSATION? IF SILICON VALLEY IS THE GREATEST WEALTH-GENERATING MACHINE IN THE WORLD, SAND HILL ROAD IS ITS HUMMING ENGINE. THAT'S WHERE YOU'LL FIND THE BIGGEST NAMES IN VENTURE CAPITAL, INCLUDING FAMED VC FIRM ANDREESSEN

HOROWITZ, WHERE LAWYER-TURNED-ENTREPRENEUR-TURNED-VC SCOTT KUPOR SERVES AS MANAGING PARTNER. WHETHER YOU'RE TRYING TO GET A NEW COMPANY OFF THE GROUND OR SCALE AN EXISTING BUSINESS TO THE NEXT LEVEL, YOU NEED TO UNDERSTAND HOW VCS THINK. IN SECRETS OF SAND HILL ROAD, KUPOR EXPLAINS EXACTLY HOW VCS DECIDE WHERE AND HOW MUCH TO INVEST, AND HOW ENTREPRENEURS CAN GET THE BEST POSSIBLE DEAL AND MAKE THE MOST OF THEIR RELATIONSHIPS WITH VCS. KUPOR EXPLAINS, FOR INSTANCE: • WHY MOST VCS TYPICALLY INVEST IN ONLY ONE STARTUP IN A GIVEN BUSINESS CATEGORY. • WHY THE SKILL YOU NEED MOST WHEN RAISING VENTURE CAPITAL IS THE ABILITY TO TELL A COMPELLING STORY. • HOW TO HANDLE A "DOWN ROUND," WHEN STARTUPS HAVE TO RAISE FUNDS AT A LOWER VALUATION THAN IN THE PREVIOUS ROUND. • WHAT TO DO WHEN VCS GET TOO ENTANGLED IN THE DAY-TO-DAY OPERATIONS OF THE BUSINESS. • WHY YOU NEED TO BUILD RELATIONSHIPS WITH POTENTIAL ACQUIRERS LONG BEFORE YOU DECIDE TO SELL. FILLED WITH KUPOR'S FIRSTHAND EXPERIENCES, INSIDER ADVICE, AND PRACTICAL TAKEAWAYS, SECRETS OF SAND HILL ROAD IS THE GUIDE EVERY ENTREPRENEUR NEEDS TO TURN THEIR STARTUP INTO THE NEXT UNICORN.

THE INNOVATOR'S METHOD NATHAN FURR 2014-08-19 HAVE YOU EVER COME UP WITH AN IDEA FOR A NEW PRODUCT OR SERVICE BUT DIDN'T TAKE ANY ACTION BECAUSE YOU THOUGHT IT WOULD BE TOO RISKY? OR AT WORK, HAVE YOU HAD WHAT YOU THOUGHT COULD BE A BIG IDEA FOR YOUR COMPANY—PERHAPS CHANGING THE WAY YOU DEVELOP OR DISTRIBUTE A PRODUCT, PROVIDE CUSTOMER SERVICE, OR HIRE AND TRAIN YOUR EMPLOYEES? IF YOU HAVE, BUT YOU HAVEN'T KNOWN HOW TO TAKE THE NEXT STEP, YOU NEED TO UNDERSTAND WHAT THE AUTHORS CALL THE INNOVATOR'S METHOD—A SET OF TOOLS EMERGING FROM LEAN START-UP, DESIGN THINKING, AND AGILE SOFTWARE DEVELOPMENT THAT ARE REVOLUTIONIZING HOW NEW IDEAS ARE CREATED, REFINED, AND BROUGHT TO MARKET. TO DATE THESE TOOLS HAVE HELPED ENTREPRENEURS, DESIGNERS, AND SOFTWARE DEVELOPERS MANAGE UNCERTAINTY—THROUGH CHEAP AND RAPID EXPERIMENTS THAT SYSTEMATICALLY LOWER FAILURE RATES AND RISK. BUT MANY MANAGERS AND LEADERS STRUGGLE TO APPLY THESE POWERFUL TOOLS WITHIN THEIR ORGANIZATIONS, AS THEY OFTEN RUN COUNTER TO TRADITIONAL MANAGERIAL THINKING AND PRACTICE. AUTHORS NATHAN FURR AND JEFF DYER WROTE THIS BOOK TO ADDRESS THAT VERY PROBLEM. FOLLOWING THE BREAKOUT SUCCESS OF *THE INNOVATOR'S DNA*—WHICH DYER WROTE WITH HAL GREGERSEN AND BESTSELLING AUTHOR CLAY CHRISTENSEN TO PROVIDE A FRAMEWORK FOR GENERATING IDEAS—THIS BOOK SHOWS HOW TO MAKE THOSE IDEAS ACTUALLY HAPPEN, TO COMMERCIALIZE THEM FOR SUCCESS. BASED ON THEIR RESEARCH INSIDE CORPORATIONS AND SUCCESSFUL START-UPS, FURR AND DYER DEVELOPED THE INNOVATOR'S METHOD, AN END-TO-END PROCESS FOR CREATING, REFINING, AND BRINGING IDEAS TO MARKET. THEY SHOW WHEN AND HOW TO APPLY THE TOOLS OF THEIR METHOD, HOW TO ADAPT THEM TO YOUR BUSINESS, AND HOW TO ANSWER COMMONLY ASKED QUESTIONS ABOUT THE METHOD ITSELF, INCLUDING: HOW DO WE KNOW IF THIS IDEA IS WORTH PURSUING? HAVE WE FOUND THE RIGHT SOLUTION? WHAT IS THE BEST BUSINESS MODEL FOR THIS NEW OFFERING? THIS BOOK FOCUSES ON THE "HOW"—HOW TO TEST, HOW TO VALIDATE, AND HOW TO COMMERCIALIZE IDEAS WITH THE LEAN, DESIGN, AND AGILE TECHNIQUES SUCCESSFUL START-UPS USE. WHETHER YOU'RE LAUNCHING A START-UP, LEADING AN ESTABLISHED ONE, OR SIMPLY WORKING TO GET A NEW PRODUCT OFF THE GROUND IN AN EXISTING COMPANY, THIS BOOK IS FOR YOU.

THE HARVARD BUSINESS REVIEW ENTREPRENEUR'S HANDBOOK HARVARD BUSINESS REVIEW 2018-01-23 THE ONE PRIMER YOU NEED TO DEVELOP YOUR ENTREPRENEURIAL SKILLS. WHETHER YOU'RE IMAGINING YOUR NEW BUSINESS TO BE THE NEXT BIG THING IN SILICON VALLEY, A PIVOTAL B2B PROVIDER, OR AN ANCHOR IN YOUR LOCAL COMMUNITY, THE HBR ENTREPRENEUR'S HANDBOOK IS YOUR ESSENTIAL RESOURCE FOR GETTING YOUR COMPANY OFF THE GROUND. STARTING AN INDEPENDENT NEW BUSINESS IS RIFE WITH BOTH OPPORTUNITY AND RISK. AND AS AN ENTREPRENEUR, YOU'RE THE ONE IN CHARGE: YOUR ACTIONS CAN MAKE OR BREAK YOUR BUSINESS. YOU NEED TO KNOW THE TRIED-AND-TRUE FUNDAMENTALS--FROM WRITING A BUSINESS PLAN TO GETTING YOUR FIRST LOAN. YOU ALSO NEED TO KNOW THE LATEST THINKING ON HOW TO CREATE AN IRRESISTIBLE PITCH DECK, MITIGATE RISK THROUGH EXPERIMENTATION, AND DEVELOP UNIQUE OPPORTUNITIES THROUGH BUSINESS MODEL INNOVATION. THE HBR ENTREPRENEUR'S HANDBOOK ADDRESSES THESE CHALLENGES AND MORE WITH PRACTICAL ADVICE AND WISDOM FROM HARVARD BUSINESS REVIEW'S ARCHIVE. KEEP THIS COMPREHENSIVE GUIDE WITH YOU THROUGHOUT YOUR STARTUP'S LIFE--AND INCREASE YOUR BUSINESS'S ODDS FOR SUCCESS. IN THE HBR ENTREPRENEUR'S HANDBOOK YOU'LL FIND: STEP-BY-STEP GUIDANCE THROUGH THE ENTREPRENEURIAL PROCESS CONCISE EXPLANATIONS OF THE LATEST RESEARCH AND THINKING ON ENTREPRENEURSHIP FROM HARVARD BUSINESS REVIEW CONTRIBUTORS SUCH AS MARC ANDREESSEN AND REID HOFFMAN TIME-HONED BEST PRACTICES STORIES OF REAL COMPANIES, FROM AIRBNB TO EBAY YOU'LL LEARN: WHICH SKILLS AND CHARACTERISTICS MAKE FOR THE BEST ENTREPRENEURS HOW TO GAUGE POTENTIAL OPPORTUNITIES THE BASICS OF BUSINESS MODELS AND COMPETITIVE STRATEGY HOW TO TEST YOUR ASSUMPTIONS-- BEFORE YOU BUILD A WHOLE BUSINESS HOW TO SELECT THE RIGHT LEGAL STRUCTURE FOR YOUR COMPANY HOW TO NAVIGATE FUNDING OPTIONS, FROM VENTURE CAPITAL AND ANGEL INVESTORS TO ACCELERATORS AND CROWDFUNDING HOW TO DEVELOP SALES AND MARKETING PROGRAMS FOR YOUR VENTURE WHAT ENTREPRENEURIAL LEADERS MUST DO TO BUILD CULTURE AND SET DIRECTION AS THE BUSINESS KEEPS GROWING HBR HANDBOOKS PROVIDE AMBITIOUS PROFESSIONALS WITH THE FRAMEWORKS, ADVICE, AND TOOLS THEY NEED TO EXCEL IN THEIR CAREERS. WITH STEP-BY-STEP GUIDANCE, TIME-HONED BEST PRACTICES, REAL-LIFE STORIES, AND CONCISE EXPLANATIONS OF RESEARCH PUBLISHED IN HARVARD BUSINESS REVIEW, EACH COMPREHENSIVE VOLUME

HELPS YOU TO STAND OUT FROM THE PACK--WHATEVER YOUR ROLE.

PURPLE COW SETH GODIN 2005-01-27 YOU'RE EITHER A PURPLE COW OR YOU'RE NOT. YOU'RE EITHER REMARKABLE OR INVISIBLE. MAKE YOUR CHOICE. WHAT DO APPLE, STARBUCKS, DYSON AND PRET A MANGER HAVE IN COMMON? HOW DO THEY ACHIEVE SPECTACULAR GROWTH, LEAVING BEHIND FORMER TRIED-AND-TRUE BRANDS TO GASP THEIR LAST? THE OLD CHECKLIST OF P'S USED BY MARKETERS - PRICING, PROMOTION, PUBLICITY - AREN'T WORKING ANYMORE. THE GOLDEN AGE OF ADVERTISING IS OVER. IT'S TIME TO ADD A NEW P - THE PURPLE COW. PURPLE COW DESCRIBES SOMETHING PHENOMENAL, SOMETHING COUNTERINTUITIVE AND EXCITING AND FLAT-OUT UNBELIEVABLE. IN HIS NEW BESTSELLER, SETH GODIN URGES YOU TO PUT A PURPLE COW INTO EVERYTHING YOU BUILD, AND EVERYTHING YOU DO, TO CREATE SOMETHING TRULY NOTICEABLE. IT'S A MANIFESTO FOR ANYONE WHO WANTS TO HELP CREATE PRODUCTS AND SERVICES THAT ARE WORTH MARKETING IN THE FIRST PLACE.

APRENDE A REALIZAR UN BUEN ESTUDIO DE MERCADO 50MINUTOS, 2017-09-22 ¡DEMUÉSTRAS QUE TU PROYECTO MERECE LA PENA! ESTE LIBRO ES UNA GUÍA PRÁCTICA Y ACCESIBLE PARA DAR LA TALLA EN TU NUEVO PUESTO, QUE TE APORTARÁ LA INFORMACIÓN ESENCIAL Y TE PERMITIRÁ GANAR TIEMPO. EN TAN SOLO 50 MINUTOS PODRÁS: • APRENDER A REALIZAR UN BUEN ESTUDIO DE MERCADO QUE PERMITIRÁ QUE PUEDAS LANZAR TU NEGOCIO CON ABSOLUTA TRANQUILIDAD Y CON CONOCIMIENTO DE CAUSA • REALIZAR ESTUDIOS PRELIMINARES Y DE CAMPO PARA CALCULAR CON EL MAYOR ACIERTO POSIBLE CUÁL SERÁ TU VOLUMEN DE NEGOCIOS ESTIMADO • CONOCER EN PROFUNDIDAD TU SEGMENTO DE MERCADO PARA ADAPTAR TU OFERTA A LA DEMANDA EXISTENTE Y ASEGURARTE UN MÁXIMO DE BENEFICIOS SOBRE EN 50MINUTOS.ES | COACHING EN 50MINUTOS.ES TE OFRECE LAS CLAVES PARA SACAR EL MÁXIMO PARTIDO A TUS CAPACIDADES Y LOGRAR LA PLENITUD PROFESIONAL Y PERSONAL PARA CONSEGUIR TODAS TUS METAS. NUESTRAS OBRAS COMBINAN TEORÍA, ESTUDIOS DE CASO Y MÚLTIPLES EJEMPLOS PRÁCTICOS PARA QUE PUEDAS ALCANZAR EL ÉXITO Y LA SATISFACCIÓN EN TU VIDA LABORAL Y PRIVADA SIN PERDER EL TIEMPO. ¡DESCUBRE EN UN TIEMPO RECORD LAS CLAVES PARA TRIUNFAR EN LA VIDA Y SER MÁS FELIZ!

THE LEAN STARTUP ERIC RIES 2017-02 IN THE LEAN STARTUP THE SUCCESSFUL SERIAL ENTREPRENEUR ERIC RIES THROWS TRADITIONAL THINKING OUT OF THE WINDOW, AND PRESENTS HIS RADICALLY NEW METHODOLOGY FOR BUILDING A SUCCESSFUL BUSINESS. MOST STARTUPS, SAYS RIES, FAIL - BUT THEY FAIL FOR PREVENTABLE REASONS. 'LEAN THINKING' IS THE KEY TO SUCCESS, AND REPRESENTS THE NEXT PARADIGM SHIFT IN BUSINESS MANAGEMENT. MOST PEOPLE ASSUME THAT THE KEY TO A LUCRATIVE BUSINESS IS EXPERT MANAGEMENT, A HIGH-PERFORMANCE PRODUCT AND GOOD CUSTOMER SERVICE. BUT THE REAL SECRET, RIES ARGUES, IS CREATING THINGS THAT PEOPLE WANT TO BUY IN THE FIRST PLACE. STARTUPS GENERALLY FAIL NOT BECAUSE OF MISSED DEADLINES, FAULTY PRODUCTS OR BLOWN BUDGETS, BUT BECAUSE ENTREPRENEURS ARE TOO FOCUSED ON THEIR VISION, ON THEIR GREAT NEW IDEA, AND DON'T KNOW WHAT IT IS THAT THEIR CUSTOMERS REALLY WANT. THE SOLUTION, ACCORDING TO RIES, IS 'LEAN THINKING' AND 'VALIDATED LEARNING'. RATHER THAN DESIGNING AN ELABORATE BUSINESS PLAN AND COMMITTING LARGE AMOUNTS OF FINANCIAL AND HUMAN RESOURCES FROM THE START, FIRST FIND OUT WHAT YOU CAN ABOUT YOUR POTENTIAL CUSTOMERS. AND RATHER THAN ADOPTING A STATIC, PRODUCT-CENTRIC APPROACH, TEST YOUR IDEA ON YOUR CUSTOMERS: RESPOND TO THEIR FEEDBACK, AND CONSTANTLY BE PREPARED TO ADJUST YOUR PRODUCT, AS WELL AS YOUR BUSINESS.

LEAN STARTUPS FOR SOCIAL CHANGE MICHEL GELOBTER 2015-11-02 FOR YEARS, THE LEAN STARTUP HAS BEEN REVOLUTIONIZING BOTH NEW AND ESTABLISHED BUSINESSES. IN THIS EYE-OPENING BOOK, SERIAL SOCIAL ENTREPRENEUR MICHEL GELOBTER SHOWS HOW IT CAN DO THE SAME FOR NONPROFITS. TRADITIONALLY, WHETHER CREATING A NEW BUSINESS OR A NEW PROGRAM, ENTREPRENEURS IN ALL SECTORS DEVELOP A PLAN, FIND MONEY TO FUND IT, AND PURSUE IT TO ITS CONCLUSION. THE PROBLEM IS, OVER TIME CONDITIONS CAN CHANGE DRASTICALLY—BUT YOU'RE LOCKED INTO YOUR PLAN. THE LEAN STARTUP IS ALL ABOUT AGILITY AND FLEXIBILITY. ITS MANTRA IS "BUILD, MEASURE, LEARN": CREATE SMALL EXPERIMENTAL INITIATIVES, QUICKLY GET REAL-WORLD FEEDBACK ON THEM, AND USE THAT DATA TO EXPAND WHAT WORKS AND DISCARD WHAT DOESN'T. USING DOZENS OF SOCIAL SECTOR EXAMPLES, GELOBTER WALKS YOU THROUGH THE PROCESS. THE STANDARD APPROACH WASTES TIME AND MONEY. THE LEAN STARTUP WILL HELP YOUR ORGANIZATION VASTLY INCREASE THE GOOD IT DOES.

ADMAN VS. CHOMSKY AHMAD ABU ZANNAD 2021-08 "IT IS CERTAINLY INTERESTING TO DRAW UP RECOMMENDATIONS AS TO HOW THE ADVERTISING INDUSTRY SHOULD ABANDON ITS CURRENT ROLE IN FAVOR OF A SOCIALLY USEFUL ONE." DR. NOAM CHOMSKY "A THOROUGHLY CAPTIVATING LOOK INTO MARKETING, THE HISTORY, THE TOOLS, STRATEGIC FRAMEWORKS AND THE CHANGES THAT ARE HAPPENING TO THE INDUSTRY, ALONG WITH INSIGHTFUL RECOMMENDATIONS ON HOW TO MOVE FORWARD. PEPPERED WITH DELIGHTFUL ANECDOTES, PSYCHOLOGICAL INSIGHT AND CASE STUDIES, THIS IS A MUST-READ BOOK TO ANYONE INTERESTED IN MARKETING. IT IS THE ART OF HOW 60 SECONDS CAN STILL TRANSFORM A BUSINESS AND SOCIETY." MUNA ABUSULAYMAN, INTERNATIONAL DEVELOPMENT EXPERT AND A PROMINENT MEDIA PERSONALITY "WE ARE IN AN INDUSTRY THAT LOST ITS WAY. AN INDUSTRY THAT IS EXCHANGING THE POWER OF AFFECTING CULTURE, FOR SHORT-TERM PROFITS. AHMAD, IN HIS

BOOK, REMINDS US OF THE INTELLECTUAL PROWESS THE AD INDUSTRY ONCE ENJOYED. IN THE PROCESS, HE'S DEBATING THE MOST INTELLECTUAL HUMAN ALIVE!" GEORGE MAKTABI, GROUP CEO, WEBEDIA ARABIA "AT A TIME WHEN THE ADVERTISING INDUSTRY IS QUESTIONING ITS OWN MEANING, ROLE, AND PURPOSE, "ADMAN" CALLS FOR AUTHENTIC, CONSTRUCTIVE SELF-REFLECTION INSTEAD OF FRUITLESS NAVEL-GAZING. IN SIMPLE, PERSONAL YET POWERFUL TERMS, AHMAD ABU ZANNAD TAKES A STAND, DECONSTRUCTING CLICHÉ S AND CONFRONTING HARSH TRUTHS TO PROUDLY RECLAIM ADVERTISING'S UNIQUE PLACE IN THE WORLD." NATHALIE BONTEMS, FORMER GM AND HEAD OF EDITORIAL PUBLISHING, MEDIAQUEST "YES, THE AVERAGE PERSON IS BEING EXPOSED TO 6,000-10,000 ADS PER DAY... NOW, IMAGINE LIVING IN WORLD FULL OF ADS MADE BY INDIVIDUALS WITH LESS TALENT AND LESS INTEGRITY, WELL, THIS IS WHERE THE INDUSTRY IS HEADING, UNLESS THE ADVICE IN THIS BOOK IS PURSUED ... WHAT AN INSIGHTFUL READ AND WHAT AN INSPIRING EFFORT!" SAMER SHOUEIRY, CHIEF DIGITAL OFFICER, PUBLICIS COMMUNICATIONS

RUNNING LEAN ASH MAURYA 2012-02-28 OFFERS A SYSTEMATIC APPROACH TO PRODUCT/MARKET FIT, DISCUSSING CUSTOMER INVOLVMENT, OPTIMAL TIME TO OBTAIN FUNDING, AND WHEN TO CHANGE THE PLAN.

CHANGEZ CES PRATIQUES QUI VOUS EMPÊCHENT D'INNOVER PAUL MILLIER 2014-01-31 LA NOUVELLE ÉDITION DE "L'ANTIBIBLE DU MARKETING ET DU MANAGEMENT", PAR L'UN DES PLUS GRANDS SPÉCIALISTES DE L'INNOVATION ET DU MARKETING DE L'INNOVATION. PAUL MILLIER BOUSCULE ICI LES PRINCIPES DE MANAGEMENT ET DE MARKETING CLASSIQUES QUI ONT VALEUR DE CREDO DANS LES ENTREPRISES ET LES EMPÊCHENT D'INNOVER.

ENTREPRENDRE EN 2016: DEVENIR UN AVENTURIER 4.0 PHILIPPE LEDENT 2015-12-18 CET OUVRAGE, C'EST EN QUELQUE SORTE UN VADE-MECUM DE L'ENTREPRENEUR DU FUTUR. LA SUCCESSION DES CRISES QUE NOUS TRAVERSONS DEPUIS DIX ANS EST ANNONCIATRICE D'UNE GRANDE MUTATION. LE MONDE EST DE PLUS EN PLUS COMPLEXE, INCERTAIN, RAPIDE. L'ARRIVÉE DE NOUVELLES TECHNOLOGIES COMME LE DIGITAL ENTRAÎNE UNE TRANSFORMATION SOCIALE RADICALE. ET CETTE TRANSFORMATION S'ACCOMPLIT À UN RYTHME TRÈS RAPIDE. AVANT, LES GROS ACTEURS MANGEAIENT LES PETITS... AUJOURD'HUI, CE SONT LES RAPIDES QUI MANGENT LES LENTS... ON EST MOINS DANS UNE PROBLÉMATIQUE DE TAILLE, MAIS D'AGILITÉ, DE PROXIMITÉ PAR RAPPORT AU CLIENT, DE RÉACTIVITÉ ET DE FLEXIBILITÉ ... LES NOUVEAUX ENTREPRENEURS SONT PLUS INTUITIFS, CONNECTÉS, NOMADES, FLEXIBLES. TOUT AU LONG DE LEUR EXISTENCE, ILS CUMULERONT SANS DOUTE PLUSIEURS STATUTS, COMME C'EST DÉJÀ LE CAS AUJOURD'HUI. A MOINS QUE D'ICI 20 ANS, LES FRONTIÈRES ENTRE CES DIFFÉRENTS STATUTS NE DISPARAISSENT COMPLÈTEMENT POUR LAISSER APPARAÎTRE LE STATUT UNIQUE D'ENTREPRENANT... ENTREPRENDRE EN RETROUVANT LE SENS DE L'AVENTURE COLLECTIVE EST DÉJÀ SORMAIS ÉPORTÉ DE MAIN. NOUS RENTRONS DANS L'ENTREPRISE 4.0, JARDIN D'UNE INTELLIGENCE COLLECTIVE. CET OUVRAGE DONNE DES PISTES DE SECTEURS PORTEURS POUR ENTREPRENDRE, QU'ILS SOIENT TRADITIONNELS OU NOUVEAUX. AINSI QUE DES IDÉES DE BUSINESS MODELS INNOVANTS. ENTREPRENDRE EN 2016, CE SERA AVANT TOUT UNE QUESTION DE POSTURE, DE CONFIANCE EN L'AVENIR ! CE SERA SURPRENDRE ET FAIRE VIVRE UNE EXPÉRIENCE À SES CLIENTS. CE SERA COMPRENDRE LES ENJEUX DE CE MONDE QUI ÉVOLUE. EN 2016, LES OPPORTUNITÉS POUR ENTREPRENDRE SONT NOMBREUSES. ELLES SONT À LA PORTÉE DE CELLES ET CEUX QUI OSERONT PARTIR À LA CONQUÊTE DE NOUVEAUX HORIZONS, TELS LES AVENTURIERS 4.0.

LEAN STARTUP IN LARGE ORGANIZATIONS JAMES A. EUCHNER 2022-02-22 LARGE CORPORATIONS MUST BECOME FAR MORE AGILE IN IMPLEMENTING NEW PRODUCTS AND NEW BUSINESS MODELS. THE PACE OF TECHNOLOGY CHANGE, THE BLURRING OF INDUSTRY BOUNDARIES, AND THE AGILITY AND RESOURCES OF STARTUPS IN ALMOST EVERY INDUSTRY SEGMENT DEMAND IT. MANY COMPANIES HAVE BEGUN TO ADOPT THE PRINCIPLES OF LEAN STARTUP IN ORDER TO INCREASE THE PACE AND AGILITY OF THEIR INNOVATION INITIATIVES, BUT MOST HAVE HAD LIMITED SUCCESS IN DOING SO. ALTHOUGH THE PRINCIPLES SEEM INTUITIVE AND STRAIGHTFORWARD, THERE ARE CHALLENGES TO USING THEM INSIDE AN EXISTING COMPANY, ESPECIALLY IN A MANUFACTURING ENVIRONMENT. THE BIGGEST REQUIREMENTS, BEYOND THOSE ESPOUSED FOR STARTUPS, ARE: DEVELOPING A BUSINESS MODEL FOR THE NEW VENTURE THAT NOT ONLY WORKS IN THE MARKETPLACE BUT ALSO WORKS WITHIN THE CONSTRAINTS OF THE CORPORATION MANAGING THE CONFLICTS THAT INEVITABLY ARISE WITH THE CURRENT OPERATING BUSINESS; EVERY BUSINESS THAT HAS OPERATED OVER DECADES HAS WELL-ESTABLISHED WAYS OF DOING THINGS THAT MAY NOT FIT THE REQUIRED PACE AND FLEXIBILITY REQUIRED OF A NEW VENTURE CONDUCTING BUSINESS EXPERIMENTS WITH PHYSICAL GOODS AS WELL AS WITH SOFTWARE OFFERINGS MANAGING THE RISK OF INVESTING IN A NEW DOMAIN FOR EXECUTIVES THAT ARE USED TO INVESTING WHERE THE RISKS ARE MORE CLEARLY UNDERSTOOD THIS BOOK DESCRIBES A SYSTEMATIC APPROACH FOR IMPLEMENTING LEAN STARTUP IN LARGE ORGANIZATIONS. IT BUILDS ON THE PRINCIPLES OF LEAN STARTUP AND ADDS ADDITIONAL PRACTICES REQUIRED TO MANAGE THE REALITIES OF THE CORPORATE CONTEXT. THE BOOK DESCRIBES HOW IT IS DONE, WITH EXAMPLES FROM PRACTICE IN COMPANIES THAT HAVE SUCCESSFULLY USED THE METHODS. IT COMPLEMENTS LEAN STARTUP METHODS WITH ELEMENTS OF CORPORATE INNOVATION PRACTICES DEVELOPED BY LEADING ACADEMICS AND PRACTITIONERS. IT BRINGS THESE PRACTICES TOGETHER FOR THE FIRST TIME IN A PRACTICAL AND INTEGRATED WAY.

SYSTEMIC INNOVATION DIMITRI UZUNIDIS 2020-10-15 INNOVATION IN ENGINEERING AND TECHNOLOGY SET

COORDINATED BY DIMITRI UZUNIDIS SYSTEMIC INNOVATION IS BASED ON BUSINESS NETWORKS AND NEW BUSINESS MODELS IN A GLOBAL ECONOMY INTEGRATED BY FLOWS OF KNOWLEDGE, CAPITAL, AND GOODS. THE AUTHORS OF THIS BOOK CONSIDER THE THEORY THAT INNOVATIONS ACT AS SYSTEMS BASED ON MULTI-ACTOR INTERACTIONS. INNOVATION IS CONTEXTUALIZED TO DEMONSTRATE IN WHAT CAPACITY A COMPANY OR AN ENTREPRENEUR CAN INNOVATE. THE BOOK DETAILS THE MANAGEMENT OF SCIENTIFIC, TECHNICAL AND COGNITIVE RESOURCES, THE RELATIONSHIPS BETWEEN R&D PARTNERS, THE CREATIVITY AND THE RULES THAT ALLOW A MARKET AND A COMPANY TO INNOVATE. THIS CONTEXTUALIZATION, ASSOCIATED WITH ENTREPRENEURIAL STRATEGY, LEADS TO SYSTEMIC INNOVATION. THIS BOOK ANALYZES SOME KEY SECTORS OF THE ECONOMY THAT ARE KNOWLEDGE-INTENSIVE AND RAPIDLY CHANGING: TRANSPORT AND COMMUNICATIONS, DEFENSE, INFORMATION TECHNOLOGY, ARTIFICIAL INTELLIGENCE, AND THE ENVIRONMENT.

TIERS-LIEUX... ET PLUS SI AFFINITÉ ANTOINE BURRET 2016-07-04 « J'AI EXPLORÉ LES TIERS-LIEUX EN ESSAYANT DE COMPRENDRE COMMENT S'ORGANISENT CES INDIVIDUS, CE QU'ILS REDOUTENT, CE QU'ILS ESPÈRENT. J'AI ÉTUDIÉ SUR LE TERRAIN CES POPULATIONS ÉMERGENTES, AVEC LEURS COUTUMES ET LEURS MŒURS. J'AI UTILISÉ LEURS SERVICES, LEURS OUTILS, LEURS RÈGLES FLEXIENNES JURIDIQUES ET POLITIQUES. J'AI PARTICIPÉ À LA CRÉATION DES SERVICES, PRODUIT DES TEXTES, ALIMENTÉ DES FLEXIONS. J'Y AI TROUVÉ DES AMIS, DES EMPLOIS, DES MÉTHODES, DES AXES DE RECHERCHE, ET MA COMPAGNE. J'AI VÉCUE COMME EUX, VOYAGÉ, CONSOMMÉ, RENCONTRÉ LES MÊMES ANGOISSES, LES MÊMES JOIES. ET C'EST UN ENGRENAGE, CAR ILS EXPLORENT UNE AUTRE MANIÈRE DE VIVRE EN SOCIÉTÉ, DE PENSER LES ORGANISATIONS ET LA CRÉATION DE VALEURS. C'EST UNE PRATIQUE QUOTIDIENNE, ET, LORSQUE L'ON COMMENCE À S'Y FROTTER, PEU IMPORTE SA VIABILITÉ À LONG TERME, IL EST DIFFICILE DE FAIRE MARCHE ARRRIÈRE. » CE LIVRE EST LE RÉSULTAT DE PRÈS DE CINQ ANNÉES DE RECHERCHE SUR LE TERRAIN. ANTOINE BURRET RETRACE L'ORIGINE DES TIERS-LIEUX ET ANALYSE LEURS RACINES PHILOSOPHICO-POLITIQUES. IL DÉCRIT COMMENT, DANS UNE SOCIÉTÉ GOUVERNÉE PAR L'INFORMATION, ILS SONT DEVENUS DES LIEUX DE VIE ET DE PRODUCTION. IL MONTRE QUE LA MANIÈRE DE TRAVAILLER ET DE VIVRE QU'ILS PROPOSENT DÉBOUCHE SUR DES MODÈLES DE CRÉATION ENTREPRENEURIALE TRÈS ÉLOIGNÉS DU SCHÉMA DIRECTEUR DES START-UP. CET OUVRAGE APPORTE UN CLAIRAGE ESSENTIEL POUR COMPRENDRE L'AVÈNEMENT D'UNE ÉCONOMIE COLLABORATIVE OÙ L'INDIVIDU SE RETROUVE ENTREPRENEUR DE SOI, OÙ LES MODES DE TRAVAIL ET DE SALARIAT ISSUS DE LA RÉVOLUTION INDUSTRIELLE SE SONT RADICALEMENT TRANSFORMÉS.

ENTREPRENDRE FRANK JANSSEN 2016-06-07 "L'ENTREPRENEURIAT EST UN MOTEUR MAJEUR DU DÉVELOPPEMENT ÉCONOMIQUE ET SOCIAL. C'EST POURQUOI IL EST ESSENTIEL D'Y SENSIBILISER LES JEUNES, AFIN DE LES AMENER À ENVISAGER DE LANCER UNE ACTIVITÉ NOUVELLE CRÉATRICE DE VALEUR. PLUS GÉNÉRALEMENT, UN TAT D'ESPRIT ENTREPRENEURIAL PEUT ÊTRE UTILE AU SEIN OU À L'EXTÉRIEUR DE TOUTE ORGANISATION - PUBLIQUE OU PRIVÉE, POURSUIVANT OU NON UN BUT DE PROFIT - ET NOTRE SOCIÉTÉ, DANS SON ENSEMBLE, A BESOIN D'INDIVIDUS AYANT L'ESPRIT D'ENTREPRENDRE. CET OUVRAGE CONSTITUE UNE INTRODUCTION À L'ENTREPRENEURIAT ET SON APPROCHE EST ÉGALLEMENT INTERDISCIPLINAIRE. IL A POUR OBJECTIF DE PRÉSENTER AU LECTEUR LES DIFFÉRENTS ASPECTS DE LA DÉMARCHE ENTREPRENEURIALE, AINSI QUE DE LA DÉMYSTIFIER. À AU TERME DE SA LECTURE, LES ÉTUDIANTS AURONT ACQUIS ET DÉVELOPPÉ LES OUTILS D'ANALYSE ET DE FLEXION QUI LES AIDERONT À COMPRENDRE L'IMPORTANCE DE L'ENTREPRENEURIAT ET DE SES PROCESSUS. IL EST DIVISÉ EN CINQ GRANDES PARTIES : LE CADRE, LA DÉMARCHE, LES MÉTHODES, L'ÉVOLUTION DE L'ACTIVITÉ ET, ENFIN, LES DIFFÉRENTES FACETTES DE L'ENTREPRENEURIAT. IL S'ADRESSE À UN PUBLIC D'ÉTUDIANTS EN SCIENCES HUMAINES, EXACTES ET APPLIQUÉES, DE MÊME QU'À TOUTE PERSONNE DÉSIREUSE DE MIEUX COMPRENDRE L'ENTREPRENEURIAT. IL A ÉTÉ CONÇU POUR DES AUDITOIRES DIVERSIFIÉS ET NE NÉCESSITE AUCUN PRÉREQUIS."-- RÉSUMÉ DE L'ÉDITEUR

THE KNACK NORM BRODSKY 2008 A COLUMNIST FOR INC. OUTLINES HIS THEORIES ABOUT STREET-SMART BUSINESSPEOPLE WHO APPEAR TO POSSESS UNIQUE INTUITIVE GIFTS, IN AN ANECDOTAL GUIDE THAT SHARES REAL-LIFE STORIES ABOUT HOW COMPANIES MET VARIOUS CHALLENGES BY IDENTIFYING POTENTIAL PROBLEMS, FOCUSING ON GOALS, AND MAINTAINING PERSPECTIVE. 30,000 FIRST PRINTING.

THE LEAN ENTREPRENEUR BRANT COOPER 2016-03-21 LEVERAGE THE FRAMEWORK OF VISIONARIES TO INNOVATE, DISRUPT, AND ULTIMATELY SUCCEED AS AN ENTREPRENEUR THE LEAN ENTREPRENEUR, SECOND EDITION BANISHES THE "MYTH OF THE VISIONARY" AND SHOWS YOU HOW YOU CAN IMPLEMENT PROVEN, ACTIONABLE TECHNIQUES TO CREATE PRODUCTS AND DISRUPT EXISTING MARKETS ON YOUR WAY TO ENTREPRENEURIAL SUCCESS. THE FOLLOW-UP TO THE NEW YORK TIMES BESTSELLER, THIS GREAT GUIDE COMBINES THE CONCEPTS OF CUSTOMER INSIGHT, RAPID EXPERIMENTATION, AND ACTIONABLE DATA FROM THE LEAN STARTUP METHODOLOGY TO ALLOW INDIVIDUALS, TEAMS, OR EVEN ENTIRE COMPANIES TO SOLVE PROBLEMS, CREATE VALUE, AND RAMP UP THEIR VISION QUICKLY AND EFFICIENTLY. THE BELIEF THAT INNOVATIVE OUTLIERS LIKE STEVE JOBS AND BILL GATES HAVE SOME SUPER-HUMAN ABILITY TO ENVISION THE FUTURE AND BUILD INNOVATIVE PRODUCTS TO MEET NEEDS THAT HAVE YET TO ARISE IS A FALLACY THAT TOO MANY FALL PREY TO. THIS 'MYTH OF THE VISIONARY' DOES NOTHING BUT GET IN THE WAY OF TALENTED MANAGERS, INVESTORS, INNOVATORS, AND ENTREPRENEURS. TAKING A PROVEN, MEASURED APPROACH, THE LEAN ENTREPRENEUR

WILL HAVE YOU ENGAGING CUSTOMERS, REDUCING TIME TO MARKET AND BUDGETS, AND STRESSING YOUR ORGANIZATION'S FOCUS ON THE POWER OF LOYAL CUSTOMERS TO BUILD POWERHOUSE NEW PRODUCTS AND COMPANIES. THIS GUIDE WILL SHOW YOU HOW TO: APPLY ACTIONABLE TIPS AND TRICKS FROM SUCCESSFUL LEAN ENTREPRENEURS WITH PROVEN TRACK RECORDS LEVERAGE THE INNOVATION SPECTRUM TO DISRUPT MARKETS AND CREATE ALTOGETHER NEW MARKETS USE MINIMUM VIABLE PRODUCTS TO DRIVE STRATEGY AND CONDUCT EFFICIENT MARKET TESTING QUICKLY DEVELOP CROSS-FUNCTIONAL INNOVATION TEAMS TO OVERCOME TYPICAL STARTUP ROADBLOCKS THE LEAN ENTREPRENEUR IS YOUR COMPLETE GUIDE TO GETTING YOUR STARTUP MOVING IN THE RIGHT DIRECTION QUICKLY AND HYPER-EFFICIENTLY.

BANKABLE BUSINESS PLANS EDWARD G. ROGOFF 2007 THIS BOOK GUIDES READERS THROUGH A VERY COMPREHENSIVE, STEP-BY-STEP PROCESS TO PRODUCE PROFESSIONAL-QUALITY BUSINESS PLANS TO ATTRACT THE FINANCIAL BACKING ENTREPRENEURS NEED, NO MATTER WHAT THEIR DREAM.

LEAN UX JEFF GOTHELF 2019-01-02 INSPIRÉ PAR LES THÉORIES DU LEAN ET DU DÉVELOPPEMENT AGILE, LEAN UX EST UNE APPROCHE DE CONCEPTION PRODUIT RAPIDE, COLLABORATIVE ET ITÉRATIVE QUI PERMET DE SE CONCENTRER SUR CE QUI COMPTE VRAIMENT POUR L'UTILISATEUR. CE LIVRE DE RÉFÉRENCE PARU AUX ÉTATS-UNIS CHEZ O'REILLY VOUS MONTRE COMMENT INTÉGRER LEAN UX DANS VOS MÉTHODES DE TRAVAIL GRÂCE À DES CONSEILS SIMPLES ET Prouvés : CADREZ BIEN LE PROBLÈME SUR LEQUEL VOUS TRAVAILLEZ AVEC VOS ÉQUIPES. FOURNISSEZ LA BOÎTE À OUTILS DU DESIGNER À TOUTE L'ÉQUIPE PRODUIT. PARTAGEZ VOS IDÉES ET VOTRE VISION AVEC VOTRE ÉQUIPE TRAVAILLEUSE DANS LE PROCESSUS. CRÉER DES PRODUITS MINIMUM VIABLES POUR VALIDER LES IDÉES. PRENEZ EN COMPTE L'AVIS DE L'UTILISATEUR TOUT AU LONG DU CYCLE DE VIE DU PROJET. RENDEZ VOTRE ÉQUIPE PLUS PRODUCTIVE EN COMBINANT LEAN UX ET SCRUM PRENEZ CONSCIENCE DES CHANGEMENTS ORGANISATIONNELS À METTRE EN PLACE POUR TIRER PARTI DE LEAN UX.

LEAN IMPACT ANN MEI CHANG 2018-10-30 DESPITE ENORMOUS INVESTMENTS OF TIME AND MONEY, ARE WE MAKING A DENT ON THE SOCIAL AND ENVIRONMENTAL CHALLENGES OF OUR TIME? WHAT IF WE COULD EXPONENTIALLY INCREASE OUR IMPACT? AROUND THE WORLD, A NEW GENERATION IS LOOKING BEYOND GREATER PROFITS, FOR MEANINGFUL PURPOSE. BUT, UNLIKE BUSINESS, FEW SOCIAL INTERVENTIONS HAVE ACHIEVED SIGNIFICANT IMPACT AT SCALE. INSPIRED BY THE MODERN INNOVATION PRACTICES, POPULARIZED BY BESTSELLER THE LEAN STARTUP, THAT HAVE FUELED TECHNOLOGY BREAKTHROUGHS TOUCHING EVERY ASPECT OF OUR LIVES, LEAN IMPACT TURNS OUR ATTENTION TO A NEW GOAL - RADICALLY GREATER SOCIAL GOOD. SOCIAL CHANGE IS FAR MORE COMPLICATED THAN BUILDING A NEW APP. IT REQUIRES MORE LISTENING, MORE CARE, AND MORE STAKEHOLDERS. TO MAKE A LASTING DIFFERENCE, SOLUTIONS MUST BE EMBRACED BY BENEFICIARIES, ADDRESS ROOT CAUSES, AND INCLUDE AN ENGINE THAT CAN ACCELERATE GROWTH TO REACH THE SCALE OF THE NEED. LEAN IMPACT OFFERS BOLD IDEAS TO REACH AUDACIOUS GOALS THROUGH CUSTOMER INSIGHT, RAPID EXPERIMENTATION AND ITERATION, AND A RELENTLESS PURSUIT OF IMPACT. ANN MEI CHANG BRINGS A UNIQUE PERSPECTIVE FROM ACROSS SECTORS, FROM HER YEARS AS A TECH EXECUTIVE IN SILICON VALLEY TO HER MOST RECENT EXPERIENCE AS THE CHIEF INNOVATION OFFICER AT USAID. SHE VIVIDLY ILLUSTRATES THE BOOK WITH REAL STORIES FROM INTERVIEWS WITH OVER 200 ORGANIZATIONS ACROSS THE US AND AROUND THE WORLD. WHETHER YOU ARE A NONPROFIT, SOCIAL ENTERPRISE, TRIPLE BOTTOM LINE COMPANY, FOUNDATION, GOVERNMENT AGENCY, PHILANTHROPIST, IMPACT INVESTOR, OR SIMPLY DONATE YOUR TIME AND MONEY, LEAN IMPACT IS AN ESSENTIAL GUIDE TO MAXIMIZING SOCIAL IMPACT AND SCALE.

EL TODO LEAN STARTUP DE ERIC RIES (BOOK REVIEW) 50MINUTOS.ES 2017-09-22 50MINUTOS.ES TE OFRECE UN ANÁLISIS RÁPIDO Y CONCISO DE EL TODO LEAN STARTUP DE ERIC RIES, UN REVOLUCIONARIO LIBRO QUE ENSEGUIDA SE CONVIERTE EN UNA OBRA DE REFERENCIA PARA LOS EMPRENDEDORES. SI QUIERES DESCUBRIR EN UN TIEMPO RÁPIDO CÓMO REDUCIR EL DESPILFARRO EN TU EMPRESA EMERGENTE Y OPTIMIZAR SUS RESULTADOS, ¡EN 50MINUTOS.ES TE LO PONE FÁCIL! ¡COMIENZA HOY MISMO A AMPLIAR TUS HORIZONTES CON 50MINUTOS.ES! EN TAN SOLO 50 MINUTOS, ESTE LIBRO TE APORTARÁ : • UNA NUEVA VISIÓN SOBRE EL UNIVERSO DE LAS EMPRESAS EMERGENTES BASADA EN EL LEAN, QUE BUSCA EVITAR A TODA COSTA EL DESPILFARRO PARA CONCENTRAR LOS ESFUERZOS, EL TIEMPO Y EL DINERO EN LO QUE REALMENTE IMPORTA • LAS CLAVES PARA DOMINAR Y EMPLEAR CONCEPTOS COMO EL CICLO DEL FEEDBACK O LAS TÉCNICAS DE LOS «LOTES PEQUEÑOS» Y DE LOS «CINCO PORQUÉS» • LOS TRUCOS PARA ALCANZAR EL ÉXITO DE TU EMPRESA A TRAVÉS DE UNA INNOVACIÓN CONTINUA, QUE OPTIMIZARÁ TUS RESULTADOS SOBRE 50MINUTOS.ES | BOOK REVIEW 50MINUTOS.ES TE OFRECE ANÁLISIS RÁPIDOS Y PRÁCTICOS DE GRANDES SUPERVENTAS QUE TE AYUDARÁN A TRIUNFAR TANTO EN EL ÁMBITO PROFESIONAL COMO EN LA ESFERA PRIVADA. NUESTRAS OBRAS SINTETIZAN LOS LIBROS DE FORMA COMPLETA Y FÁCIL, PARA QUE PUEDAS SACARLES TODO EL JUGO SIN PERDER NI UN MINUTO. ¿A QUÉ ESPERAS PARA MARCAR LA DIFERENCIA? CON BOOK REVIEW 50MINUTOS.ES, ¡ATRÁVETE A PENSAR EN GRANDE!

MISSION BLABLA CAR FRÉDÉRIC MAZZELLA 2022-01-13 « MAIS AU FAIT, C'EST QUOI TON VRAI BOULOT ? - ENTREPRENEUR ! » COMMENT LA STARTUP BLABLA CAR A-T-ELLE RÉUSSI À CONVAINCRE LES SCEPTIQUES, ET À S'IMPOSER SUR TROIS CONTINENTS, DU BRÉSIL À LA RUSSIE ? DÉCOU

THE ONE MINUTE ENTREPRENEUR KEN BLANCHARD 2008-04-29 MEGA-BESTSELLING AUTHOR KEN BLANCHARD AND CELEBRATED BUSINESS LEADERS DON HUTSON AND ETHAN WILLIS PRESENT AN INSPIRING STORY THAT REVEALS THE SECRETS TO BECOMING A SUCCESSFUL ENTREPRENEUR. IN THE ONE MINUTE ENTREPRENEUR, KEN BLANCHARD (COAUTHOR OF THE #1 BESTSELLING BUSINESS CLASSIC THE ONE MINUTE MANAGER), DON HUTSON, CEO OF U.S. LEARNING, AND ETHAN WILLIS, CEO OF PROSPER LEARNING, TELL THE INSPIRING STORY OF ONE MAN'S CHALLENGES IN CREATING HIS OWN BUSINESS. THROUGH A POWERFUL AND ENGAGING NARRATIVE, WE CONFRONT MANY OF THE TYPICAL PROBLEMS ALL ENTREPRENEURS FACE IN STARTING UP THEIR BUSINESS, FROM FINDING NEW SOURCES OF REVENUE TO SECURING THE COMMITMENT OF THEIR PEOPLE AND THE LOYALTY OF THEIR CUSTOMERS. MORE IMPORTANT, WE LEARN THE SECRETS TO BECOMING A SUCCESSFUL ENTREPRENEUR, INCLUDING HOW TO BUILD A FIRM FOUNDATION, HOW TO ENSURE A STEADY CASH FLOW, AND HOW TO CREATE LEGENDARY SERVICE. IN ADDITION, THE BOOK OFFERS INVALUABLE ADVICE, DELIVERED THROUGH ONE MINUTE INSIGHTS, FROM SUCH ENTREPRENEURS AND THINKERS AS SHELDON BOWLES, PETER DRUCKER, MICHAEL GERBER, AND CHARLIE "TREMENDOUS" JONES. TODAY, IN THE MIDST OF THE LARGEST ENTREPRENEURIAL SURGE IN U.S. HISTORY, FOUR OUT OF FIVE SMALL BUSINESSES CONTINUE TO FAIL. THE ONE MINUTE ENTREPRENEUR OFFERS BUSINESSPEOPLE AND WOULD-BE ENTREPRENEURS A TREASURE TROVE OF WISDOM ON HOW TO THINK, ACT, AND SUCCEED IN CREATING AND SUSTAINING A BUSINESS, NO MATTER WHAT THEIR INDUSTRY.

HOOKED Nir Eyal 2014-11-04 REVISED AND UPDATED, FEATURING A NEW CASE STUDY HOW DO SUCCESSFUL COMPANIES CREATE PRODUCTS PEOPLE CAN'T PUT DOWN? WHY DO SOME PRODUCTS CAPTURE WIDESPREAD ATTENTION WHILE OTHERS FLOP? WHAT MAKES US ENGAGE WITH CERTAIN PRODUCTS OUT OF SHEER HABIT? IS THERE A PATTERN UNDERLYING HOW TECHNOLOGIES HOOK US? NIR EYAL ANSWERS THESE QUESTIONS (AND MANY MORE) BY EXPLAINING THE HOOK MODEL—A FOUR-STEP PROCESS EMBEDDED INTO THE PRODUCTS OF MANY SUCCESSFUL COMPANIES TO SUBTLY ENCOURAGE CUSTOMER BEHAVIOR. THROUGH CONSECUTIVE "HOOK CYCLES," THESE PRODUCTS REACH THEIR ULTIMATE GOAL OF BRINGING USERS BACK AGAIN AND AGAIN WITHOUT DEPENDING ON COSTLY ADVERTISING OR AGGRESSIVE MESSAGING. HOOKED IS BASED ON EYAL'S YEARS OF RESEARCH, CONSULTING, AND PRACTICAL EXPERIENCE. HE WROTE THE BOOK HE WISHED HAD BEEN AVAILABLE TO HIM AS A START-UP FOUNDER—NOT ABSTRACT THEORY, BUT A HOW-TO GUIDE FOR BUILDING BETTER PRODUCTS. HOOKED IS WRITTEN FOR PRODUCT MANAGERS, DESIGNERS, MARKETERS, START-UP FOUNDERS, AND ANYONE WHO SEEKS TO UNDERSTAND HOW PRODUCTS INFLUENCE OUR BEHAVIOR. EYAL PROVIDES READERS WITH: • PRACTICAL INSIGHTS TO CREATE USER HABITS THAT STICK. • ACTIONABLE STEPS FOR BUILDING PRODUCTS PEOPLE LOVE. • FASCINATING EXAMPLES FROM THE IPHONE TO TWITTER, PINTEREST TO THE BIBLE APP, AND MANY OTHER HABIT-FORMING PRODUCTS.

THE FOUR LENSES OF INNOVATION ROWAN GIBSON 2015-03-02 EVER WONDER WHERE BIG, BREAKTHROUGH IDEAS COME FROM? HOW DO INNOVATORS MANAGE TO SPOT THE OPPORTUNITIES FOR INDUSTRY REVOLUTION THAT EVERYONE ELSE SEEMS TO MISS? CONTRARY TO POPULAR BELIEF, INNOVATION IS NOT SOME MYSTICAL ART THAT'S FORBIDDEN TO MERE MORTALS. THE FOUR LENSES OF INNOVATION THOROUGHLY DEBUNKS THIS PERVASIVE MYTH BY DELIVERING WHAT WE'VE LONG BEEN HOPING FOR: THE NEWS THAT INNOVATION IS SYSTEMATIC, IT'S METHODICAL, AND WE CAN ALL ACHIEVE IT. BY ASKING HOW THE WORLD'S TOP INNOVATORS—STEVE JOBS, RICHARD BRANSON, JEFF BEZOS, AND MANY OTHERS—CAME UP WITH THEIR GAME-CHANGING IDEAS, BESTSELLING AUTHOR ROWAN GIBSON IDENTIFIES FOUR KEY BUSINESS PERSPECTIVES THAT WILL ENABLE YOU TO DISCOVER GROUNDBREAKING OPPORTUNITIES FOR INNOVATION AND GROWTH: CHALLENGING ORTHODOXIES—WHAT IF THE DOMINANT CONVENTIONS IN YOUR FIELD, MARKET, OR INDUSTRY ARE OUTDATED, UNNECESSARY, OR JUST PLAIN WRONG? HARNESSING TRENDS—WHERE ARE THE SHIFTS AND DISCONTINUITIES THAT WILL, NOW AND IN THE FUTURE, PROVIDE THE ENERGY YOU NEED FOR A MAJOR LEAP FORWARD? LEVERAGING RESOURCES—HOW CAN YOU ARRANGE EXISTING SKILLS AND ASSETS INTO NEW COMBINATIONS THAT ADD UP TO MORE THAN THE SUM OF THEIR PARTS? UNDERSTANDING NEEDS—WHAT ARE THE UNMET NEEDS AND FRUSTRATIONS THAT EVERYONE ELSE IS SIMPLY IGNORING? OTHER BOOKS PROMISE THE KEYS TO INNOVATION—THIS ONE DELIVERS THEM. WITH A UNIQUE FULL-COLOR DESIGN, THOUGHT-PROVOKING EXAMPLES, AND FEATURES LIKE THE 8-STEP MODEL FOR BUILDING A BREAKTHROUGH, THE FOUR LENSES OF INNOVATION WILL TEACH YOU HOW TO REVERSE-ENGINEER CREATIVE GENIUS AND MAKE RADICAL BUSINESS INNOVATION AN EVERYDAY REALITY INSIDE YOUR ORGANIZATION. "ROWAN GIBSON HAS DONE A SUPERB JOB OF 'UNPACKING' WHAT IT TAKES TO INNOVATE." —PHILIP KOTLER, S. C. JOHNSON Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University "CAN YOU DEVELOP AN INNOVATIVE MIND? YES, YOU CAN. AND THIS BOOK IS THE MANUAL." —JOHN AND DORIS NAISBITT, AUTHORS OF CHINA'S MEGATRENDS AND THE GLOBAL GAME CHANGE "AN EXCELLENT PIECE OF WORK FOR PRACTITIONERS AND ORGANIZATIONS WHO SEEK TO HAVE INNOVATION AS PART OF THEIR DNA." —CAMILLE MIRSHOKRAI, MANAGING DIRECTOR OF LEADERSHIP DEVELOPMENT, AND PARTNER AT ACCENTURE "ROWAN GIBSON'S THE FOUR LENSES OF INNOVATION WILL INSPIRE YOU TO THINK BIG, LOOK AFRESH AT THE CHALLENGES YOU FACE, AND TAKE BOLD ACTION TO CHANGE THE WORLD." —ROBERT B. TUCKER, AUTHOR OF DRIVING GROWTH THROUGH INNOVATION

PRODUCT MANAGEMENT IN PRACTICE MATT LEMAY 2017-11-08 PRODUCT MANAGEMENT HAS BECOME A CRITICAL CONNECTIVE

ROLE FOR MODERN ORGANIZATIONS, FROM SMALL TECHNOLOGY STARTUPS TO GLOBAL CORPORATE ENTERPRISES. AND YET THE DAY-TO-DAY WORK OF PRODUCT MANAGEMENT REMAINS LARGELY MISUNDERSTOOD. IN THEORY, PRODUCT MANAGEMENT IS ABOUT BUILDING PRODUCTS THAT PEOPLE LOVE. THE REAL-WORLD PRACTICE OF PRODUCT MANAGEMENT IS OFTEN ABOUT DIFFICULT CONVERSATIONS, PRACTICAL COMPROMISES, AND HARD-WON INCREMENTAL GAINS. IN THIS BOOK, AUTHOR MATT LEMAY FOCUSES ON THE CORE CONNECTIVE SKILLS— COMMUNICATION, ORGANIZATION, RESEARCH, EXECUTION—THAT CAN BUILD A SUCCESSFUL PRODUCT MANAGEMENT PRACTICE ACROSS INDUSTRIES, ORGANIZATIONS, TEAMS, AND TOOLSETS. FOR CURRENT AND ASPIRING PRODUCT MANAGERS, THIS BOOK EXPLORES: ON-THE-GROUND TACTICS FOR FACILITATING COLLABORATION AND COMMUNICATION? HOW TO TALK TO USERS AND WORK WITH EXECUTIVES? THE IMPORTANCE OF SETTING CLEAR AND ACTIONABLE GOALS? USING ROADMAPS TO CONNECT AND ALIGN YOUR TEAM? A VALUES-FIRST APPROACH TO IMPLEMENTING AGILE PRACTICES? COMMON BEHAVIORAL TRAPS THAT TURN GOOD PRODUCT MANAGERS BAD

PACK RIES ERIC RIES 2022-10-07 LEAN STARTUP UN LIVRE D'UN CULTE DANS LE MONDE DES ENTREPRENEURS! LEAN STARTUP EST UN REMARQUABLE GUIDE PRATIQUE D'INNOVATION POUR AMÉLIORER LES CHANCES DE SUCCÈS DE TOUT NOUVEAU PROJET, DE L'USAGE DES GRANDES ENTREPRISES COMME DES PLUS PETITES. C'EST ÉGALEMENT UN MODE D'EMPLOI DU TRAVAIL COLLABORATIF ET DU MANAGEMENT CRÉATIF. EN CES TEMPS D'HYPER-COMPÉTITION MONDIALE, C'EST DONC UNE LECTURE INDISPENSABLE! LE MODÈLE STARTUP UNE FEUILLE DE ROUTE DESTINÉE À TOUTE ORGANISATION EMBARQUÉE SUR LES FLOTS INCERTAINS DU SIÈCLE QUI S'ANNONCE. DANS CET OUVRAGE ERIC RIES DÉMONTRÉ QUE LES PRINCIPES DE L'ENTREPRENEURIAT SONT APPLICABLES PAR TOUTES LES ENTREPRISES QUI VEULENT ACCROÎTRE LEUR CHIFFRE D'AFFAIRES, ENCOURAGER L'INNOVATION, ET SE TRANSFORMER EN ORGANISATIONS VÉRITABLEMENT MODERNES, PRÊTES À TIRER PARTI DES IMMENSES OPPORTUNITÉS DU VINGT-ET-UNIÈME SIÈCLE.

SCALING LEAN ASH MAURYA 2016 "SCALING LEAN OFFERS AN INVALUABLE BLUEPRINT FOR MODELING STARTUP SUCCESS. YOU'LL LEARN THE ESSENTIAL METRICS THAT MEASURE THE OUTPUT OF A WORKING BUSINESS MODEL, GIVE YOU THE PULSE OF YOUR COMPANY, COMMUNICATE ITS HEALTH TO INVESTORS, AND ENABLE YOU TO MAKE PRECISE INTERVENTIONS WHEN THINGS GO WRONG, "--AMAZON.COM.

LEAN ANALYTICS ALISTAIR CROLL 2013-04-15 OFFERS SIX SAMPLE BUSINESS MODELS AND THIRTY CASE STUDIES TO HELP BUILD AND MONETIZE A BUSINESS.

THE LEAN STARTUP ERIC RIES 2011-09-13 MOST STARTUPS FAIL. BUT MANY OF THOSE FAILURES ARE PREVENTABLE. THE LEAN STARTUP IS A NEW APPROACH BEING ADOPTED ACROSS THE GLOBE, CHANGING THE WAY COMPANIES ARE BUILT AND NEW PRODUCTS ARE LAUNCHED. ERIC RIES DEFINES A STARTUP AS AN ORGANIZATION DEDICATED TO CREATING SOMETHING NEW UNDER CONDITIONS OF EXTREME UNCERTAINTY. THIS IS JUST AS TRUE FOR ONE PERSON IN A GARAGE OR A GROUP OF SEASONED PROFESSIONALS IN A FORTUNE 500 BOARDROOM. WHAT THEY HAVE IN COMMON IS A MISSION TO PENETRATE THAT FOG OF UNCERTAINTY TO DISCOVER A SUCCESSFUL PATH TO A SUSTAINABLE BUSINESS. THE LEAN STARTUP APPROACH FOSTERS COMPANIES THAT ARE BOTH MORE CAPITAL EFFICIENT AND THAT LEVERAGE HUMAN CREATIVITY MORE EFFECTIVELY. INSPIRED BY LESSONS FROM LEAN MANUFACTURING, IT RELIES ON "VALIDATED LEARNING," RAPID SCIENTIFIC EXPERIMENTATION, AS WELL AS A NUMBER OF COUNTER-INTUITIVE PRACTICES THAT SHORTEN PRODUCT DEVELOPMENT CYCLES, MEASURE ACTUAL PROGRESS WITHOUT RESORTING TO VANITY METRICS, AND LEARN WHAT CUSTOMERS REALLY WANT. IT ENABLES A COMPANY TO SHIFT DIRECTIONS WITH AGILITY, ALTERING PLANS INCH BY INCH, MINUTE BY MINUTE. RATHER THAN WASTING TIME CREATING ELABORATE BUSINESS PLANS, THE LEAN STARTUP OFFERS ENTREPRENEURS—IN COMPANIES OF ALL SIZES—A WAY TO TEST THEIR VISION CONTINUOUSLY, TO ADAPT AND ADJUST BEFORE IT'S TOO LATE. RIES PROVIDES A SCIENTIFIC APPROACH TO CREATING AND MANAGING SUCCESSFUL STARTUPS IN A AGE WHEN COMPANIES NEED TO INNOVATE MORE THAN EVER.

CAPITAL-RISQUE ET FINANCEMENT DE L'INNOVATION FAYAL HAFIED 2019-03-04 L'OUVRAGE PRÉSENTE LES MÉTHODES D'ÉVALUATION ATTACHÉES À CETTE CLASSE D'ACTIFS ET ÉCLAIRE LE LECTEUR SUR LES SINGULARITÉS DU MONTAGE D'UNE OPÉRATION DE CAPITAL-RISQUE, EN REPLAÇANT L'INDUSTRIE DU CAPITAL-RISQUE DANS SA PERSPECTIVE THÉORIQUE. LE CAPITAL-RISQUE EST UNE INDUSTRIE QUI A VOCATION À SOUTENIR FINANCIÈREMENT LES ENTREPRISES INNOVANTES. ELLE EST CONSTITUÉE D'UN LARGE PANACHE D'ACTEURS (BUSINESS ANGELS, FINANCEMENT PARTICIPATIF, SOCIÉTÉS D'INVESTISSEMENT SPÉCIALISÉES, STRUCTURES DE CORPORATE VENTURE ADOSSEES À UNE GRANDE ENTREPRISE). LES INVESTISSEMENTS EN CAPITAL-RISQUE S'EFFECTUENT EN EFFET SUR DES PROJETS INCERTAINS ET VOLATILS, CE QUI IMPLIQUE DES MONTAGES FINANCIERS DIFFÉRENTS DE CEUX EMPLOYÉS POUR DES ENTREPRISES PLUS MATURES (PRÊT BANCAIRE, LBO, ETC.), AINSI QUE L'UTILISATION DE MÉTHODES D'ÉVALUATION D'ENTREPRISES PARTICULIÈRES. CET OUVRAGE PRÉSENTE LES TECHNIQUES D'ÉVALUATION DES STARTUPS RISQUÉES (MÉTHODES DE SCORING, VENTURE CAPITAL METHOD, FIRST CHICAGO BANK METHOD, OPTIONS RÉELLES) UTILISÉES PAR LES SOCIÉTÉS DE CAPITAL-RISQUE. IL EXPLIQUE LA FAÇON DON'T CES SOCIÉTÉS STRUCTURENT LES MONTAGES LORSQU'ELLES INVESTISSENT DANS UNE STARTUP INNOVANTE (LOGIQUE DE L'INVESTISSEMENT SÉQUENTIEL POUR TOURS DE TABLE SUCCESSIFS,

TECHNIQUES DE RELATION EN CAS DE DÉFAILLANCE DE LA STARTUP, MÉCANISMES DE LA CESSION PRÉFÉRÉNTIELLE). IL EST ÉGALEMENT LE JOUR DES NOUVEAUX MODES DE FINANCEMENT DES STARTUPS (VENTURE LOAN, INITIAL COIN OFFERING) ET DÉTAILLE LES PRINCIPALES STRATÉGIES DE CROISSANCE (GROWTH HACKING, LEAN STARTUP) DÉVELOPPÉES PAR CELLES-CI AFIN DE RENDRE LEUR BUSINESS MODEL SCALABLE. IL EXPOSE LES NOUVELLES MÉTHODES DE SUIVI DE LA PERFORMANCE ASSOCIÉES À CES STRATÉGIES (CUSTOMER ACQUISITION COST, CUSTOMER RETENTION RATE, CUSTOMER LIFETIME VALUE, ETC.) ET COUVRE LES MODES DE SORTIE DU CAPITAL-RISQUE (INTRODUCTION EN BOURSE, SORTIE INDUSTRIELLE, RECLASSEMENT DES PARTICIPATIONS ENTRE ACTIONNAIRES, LIQUIDATION). LES ASPECTS LÉGAUX (PRINCIPALES CLAUSES DES PACTES D'ACTIONNAIRES) ET FISCAUX SONT ÉGALEMENT MENTIONNÉS. DE NOMBREUSES ÉTUDES DE CAS ACCOMPAGNÉES DE CALCULS DÉTAILLÉS PERMETTRONT AU LECTEUR DE SE FAMILIARISER AVEC CES MONTAGES ET MÉTHODES D'ÉVALUATION PARTICULIERS.

(RE)INVENT YOUR BUSINESS MODEL LAURENCE LEHMANN-ORTEGA 2022-02-02 INNOVATION IS THE NEW BUSINESS IMPERATIVE. EVERY COMPANY, BIG OR SMALL, AND REGARDLESS OF ITS INDUSTRY, IS TRYING TO FIND THE MAGIC FORMULA FOR INNOVATION. ODYSSEY 3.14 OFFERS AN ORIGINAL APPROACH THROUGH INVITATION TO A REAL JOURNEY THAT COMBINES INNOVATION AND STRATEGY. STARTING WITH THE 3 PILLARS THAT MAKE UP THE BUSINESS MODEL, THIS APPROACH RECOMMENDS 14 DIRECTIONS TO CONSIDER FOR INVENTING OR REINVENTING THE BUSINESS MODEL. ODYSSEY 3.14 IS THE RESULT OF OVER TEN YEARS OF RESEARCH, CONSULTING AND TEACHING BY THE THREE AUTHORS. THEY HAVE THOROUGHLY ANALYSED OVER 80 COMPANIES THAT HAVE SUCCESSFULLY INVENTED OR REINVENTED THEIR BUSINESS MODELS. 15 NEW BUSINESS CASES : HELLO FRESH, TICKET RESTAURANT - ENDERED, EDEM McCALLUM, ZAMPLE, LEMONADE, JONHSON & JONHSON VELCADE RESPONSES, NICKEL ACCOUNT, TESLA, RECYCLE BANK, UBER, ANTICAFÉ, DESSO, SALESFORCE.COM, XIAOMI, REDBUS.

LEAN STARTUP ERIC RIES 2015-07-03 CET OUVRAGE PROPOSE UNE MÉTHODE DE MANAGEMENT ENTREPRENEURIELLE NOUVELLE, DÉDIÉE AUX START-UPS ET AUX INNOVATEURS, QUI PROPOSE DES PROCESSUS SIMPLIFIÉS, BASÉS SUR LE LEAN.

LEAN STARTUP (RESUME) ET ANALYSE DE ERIC RIES XAVIER XHOFFRAY 2022-02-11 DÉCOUVREZ NOTRE SYNTHÈSE DU LIVRE "LEAN STARTUP" (ERIC RIES) ! NOTRE OUVRAGE PRÉSENTE ET RÉSUME LES CONCEPTS ABORDÉS PAR ERIC RIES DANS LEAN STARTUP. ADAPTÉ DE LA THÉORIE DÉVELOPPÉE PAR LES INGÉNIEURS JAPONAIS DE TOYOTA, LA MÉTHODE DE LA START-UP LEAN INSISTE SUR L'IMPORTANCE DE RÉDUIRE LES GASPILLAGES ET DE PROCÉDER PAR ÉTAPE, EN RECTIFIANT CONSTAMMENT SA TRAJECTOIRE EN FONCTION DU FEED-BACK PROVENANT DU CLIENT. L'AUTEUR COMPILE SES RICHES ENSEIGNEMENTS AUTOUR DE CETTE THÉMATIQUE, EN LES LIANT À SES PROPRES EXPÉRIENCES. GRÂCE À NOTRE ANALYSE, VOUS POURREZ DONC VOUS FAIRE UNE IDÉE RAPIDE ET CRITIQUE DE LA VALEUR AJOUTÉE DE L'OUVRAGE LEAN STARTUP. NOTRE SYNTHÈSE CRITIQUE DE L'OUVRAGE "LEAN STARTUP" EST STRUCTURÉE COMME CECI : • UNE PRÉSENTATION BRÈVE DE ERIC RIES • UNE MISE EN CONTEXTE DE L'OUVRAGE • UN RÉSUMÉ ET UNE ANALYSE DU CONTENU DE L'OUVRAGE ET DES POINTS CLÉS MIS EN AVANT PAR L'AUTEUR • UNE FLEXION AUTOUR DE L'OUVRAGE, SES LIMITES ET LES PERSPECTIVES QUI EN DÉCOULENT • UNE LISTE DE RESSOURCES BIBLIOGRAPHIQUES POUR ALLER PLUS LOIN DANS VOTRE FLEXION. ÉCRIT PROPOS DE LA COLLECTION BOOK REVIEW DE 50 MINUTES.FR : LA COLLECTION A POUR BUT DE RENDRE LA LITTÉRATURE ET L'APPRENTISSAGE ACCESSIBLE À TOUS. C'EST POURQUOI NOUS PROPOSONS DES ANALYSES CLAIRES ET CONCISES QUI VOUS AIDERONT À ÉTOURDIR VOS CONNAISSANCES. À L'AIDE DE NOS PUBLICATIONS COURTES, VOUS POURREZ AINSI DÉVELOPPER DE NOUVELLES COMPÉTENCES, AUGMENTER VOTRE CULTURE GÉNÉRALE OU ENCORE ACQUÉRIR UNE COMPRÉHENSION APPROFONDIE D'UN SUJET QUI VOUS PASSIONNE !

PAUL LEROUX : L'ENTREPRENEUR DU CRIME 2.0 ELAINE SHANNON 2019-10-02 PENDANT DES ANNÉES, PAUL CALDER LEROUX A ÉTÉ CHAPPEAUX RADARS DE LA DRUG ENFORCEMENT ADMINISTRATION (DEA) ET DE LA CIA. PREMIER GRAND CRIMINEL OPÉRANT DANS LE CYBERESPACE, CE DÉVELOPPEUR SURDOUÉ S'EST RETROUVÉ EN QUELQUES ANNÉES À LA TÊTE D'UN EMPIRE TENTACULAIRE. SON INNOVATION ? APPLIQUER LES PRINCIPES DE L'ENTREPRENARIAT DU XXIÈME SIÈCLE À L'ÉCONOMIE SOUTERRAINE, EN PROCÉDANT NOTAMMENT À LA DÉMATÉRIALISATION DES ACTIVITÉS CRIMINELLES. ASSASSINATS, TRAFIC DE DROGUE, CONTREBANDE, BLANCHIMENT D'ARGENT... LE RÉSEAU DÉVELOPPÉ PAR PAUL LEROUX DEVIENT RAPIDEMENT LA PREMIÈRE CYBER-MAFIA D'ENVERGURE INTERNATIONALE. DURANT PLUS DE CINQ ANS, LA JOURNALISTE ELAINE SHANNON A PÉNÉTRÉ LE MONDE OCCULTE DE PAUL LEROUX. EN LIEN ÉTROIT AVEC LES ÉQUIPES DE TERRAIN DE LA DEA, ELLE A REMONTÉ LA PISTE DE LA TÊTE PENSANTE DE CETTE ORGANISATION CRIMINELLE ATYPIQUE, ÉTUDIANT LE PARCOURS, LES MÉTHODES ET LE PROFIL PSYCHOLOGIQUE DU DANGEREUX « MASTERMIND ». LE RÉCIT EXCLUSIF DE LA TRAQUE DU PLUS GLAIVEANT DES CYBERCRIMINELS. TRADUIT DE L'ANGLAIS (ÉTATS-UNIS) PAR CLAIRE-LUCIE POLS ÉCRIT PROPOS DE L'AUTEURE : ELAINE SHANNON EST JOURNALISTE D'INVESTIGATION. ELLE A ÉTÉ TITRE CORRESPONDANTE POUR LE TIME ET NEWSWEEK. SPÉCIALISTE DU CRIME ORGANISÉ, DE L'ESPIONNAGE ET DU TERRORISME, ELLE EST L'AUTEURE DE PLUSIEURS LIVRES SALUÉS PAR LA CRITIQUE.

AGILE PRACTICE GUIDE (HINDI) 2019-08-05 AGILE PRACTICE GUIDE – FIRST EDITION HAS BEEN DEVELOPED AS A RESOURCE TO UNDERSTAND, EVALUATE, AND USE AGILE AND HYBRID AGILE APPROACHES. THIS PRACTICE GUIDE PROVIDES GUIDANCE ON WHEN,

WHERE, AND HOW TO APPLY AGILE APPROACHES AND PROVIDES PRACTICAL TOOLS FOR PRACTITIONERS AND ORGANIZATIONS WANTING TO INCREASE AGILITY. THIS PRACTICE GUIDE IS ALIGNED WITH OTHER PMI STANDARDS, INCLUDING A GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE (PMBOK® GUIDE) – SIXTH EDITION, AND WAS DEVELOPED AS THE RESULT OF COLLABORATION BETWEEN THE PROJECT MANAGEMENT INSTITUTE AND THE AGILE ALLIANCE.