



Startup Mixology: Tech Cocktail's Guide to Building, Growing, and Celebrating Startup Success (Hardback)

By Frank Gruber

John Wiley Sons Inc, United States, 2014. Hardback. Book Condition: New. 1. Auflage. 230 x 154 mm. Language: English . Brand New Book. Shake up the market with these key ingredients to a successful startup Entrepreneurship starts with an idea and a dream: a dream of a better world for others, and a life less ordinary for yourself. These days, more people than ever are full of world-changing ideas and, thanks to technology, have the means to bring them to life. But many ideas remain just ideas, and many dreams just dreams. Startup Mixology is first and foremost a book about turning your ideas into action. From the cofounder of media company Tech Cocktail, a veteran entrepreneur and investor who was named one of the most connected people in tech, this book covers the basic ingredients of winning entrepreneurship. No abstract theories here it shows you how to tackle everything from idea generation to launch to marketing to funding and how to start getting things done. Once you've taken that first step, the journey has only begun. Startup Mixology tells it like it is and it's not easy! You'll learn about the harsh reality of starting up...



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