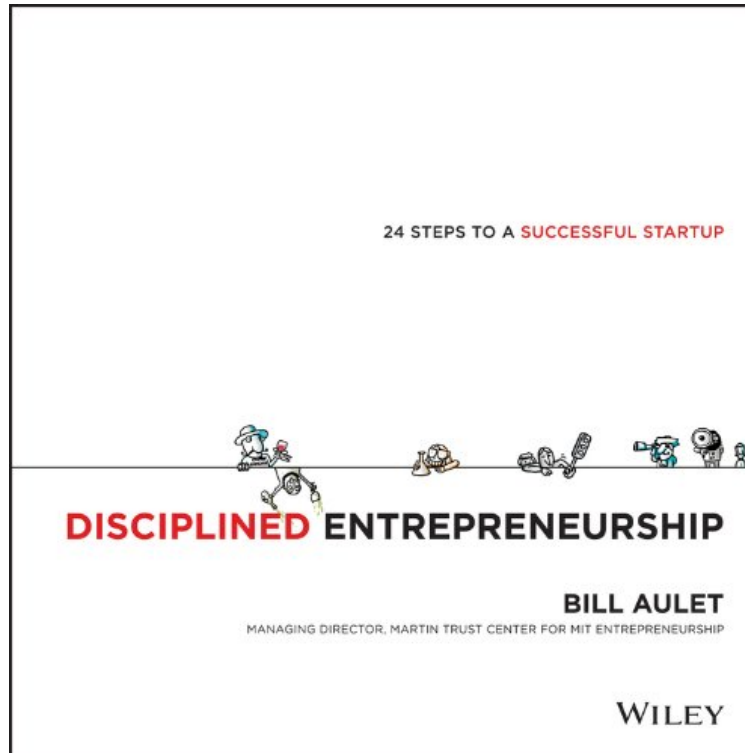


Disciplined Entrepreneurship: 24 Steps to a Successful Startup

Bill Aulet

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Bill Aulet : Disciplined Entrepreneurship: 24 Steps to a Successful Startup before purchasing it in order to gauge whether or not it would be worth my time, and all praised Disciplined Entrepreneurship: 24 Steps to a Successful Startup:

3 of 3 people found the following review helpful. Becoming an Entrepreneur...Just 24 steps awayBy METhe first thing that strikes me about this book is how easy it is to read! There are even comics! When you think of an entrepreneurship, or even business book for that matter, you imagine slogging through pages upon pages of dense material that only an MBA graduate would understand. However, this book allows even the most inept businessperson to fully understand the steps that are necessary to becoming an entrepreneur, and does so in a playful and informal tone that does not become too mundane or boring. Furthermore, the book easily lays out the 24 steps in a sequential and easy to understand manner that allows the reader to understand the transitions from one step to another, and how these steps build on top of one another to create a successful entrepreneurial venture. Along with clear language and explanation, the author also presents multiple examples for every step which display how it can be dealt with in a real world setting, and exemplifying any problems that may occur when implementing any particular step. Another thing that I found really helpful was that once the steps are laid out in a diagram, certain steps are color coded, allowing the reader to see the connection between these elements, and understand why one must build off of the other. One problem that I had with this book came about in chapters 17 and 19 in which the author explains to the reader how to calculate the Lifetime Value (LTV) of an acquired customer, and the Cost of Customer Acquisition. I believe that although these numbers are crucial to becoming an entrepreneur, and determining your optimum customer base, the formulas

could have been explained more clearly, as they become very convoluted and complicated. But hey, im not a math guy, so take it with a grain of salt. Other than this minor problem, I found this book to be an engaging read that any budding entrepreneur should have on their bookshelf. It provides a clear framework which fully explains not only the steps that are necessary to becoming an entrepreneur, but also how they can be implemented and applied to a real world setting. Great read!

1 of 1 people found the following review helpful. Can a business be built around your idea? By Michael O'Connor

This is not a guide on how to start a business in 20 minutes or less, but instead is a thoughtful series of steps for starting an innovation based business. The steps will require some work by the aspiring entrepreneur, but I think the effort is worth it. The book doesn't discuss the legal issues of starting a business (i.e. how to start a corporation), and doesn't discuss operational issues (e.g. renting out space, or running payroll), but it does an excellent job of answering the question: Is there a business that can be built around your idea?

0 of 0 people found the following review helpful. I would say if you really want to make it worth the best, you should enroll the Entrepreneurship 1 By Elazev

It is hard to say if entrepreneurs are born with talent, or were grown up as, or even disciplined. Yet, this book shows you being entrepreneur can be guided if you choose a right path. It guides you from very beginning of entrepreneurship, starting from who they are, what they do, what different types of entrepreneurs are, even when you need to go back and star over again. This book is written based on both theoretical and practical experiences of well-developed research of last four or five decades, which makes is totally distinguishable than other self-developing this types of books. Yet, I would say if you really want to make it worth the best, you should enroll the Entrepreneurship 1.01, 1.02 on edx.org while you are reading, and pace the book and the classes at the same time.

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 "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.

.com Exclusive QA with Bill Aulet, author of Disciplined Entrepreneurship Bill Aulet