The Tech Entrepreneurs Survival Guide How To Bootstrap Your Startup Lead Through Tough Times And Cash In For Success

DEC Is Dead, Long Live DEC tells the 40-year story of the creation, demise, and enduring legacy of one of the pioneering companies of the computer age. Digital Equipment Corporation created the minicomputer, networking, the concept of distributed computing, speech recognition, and other major innovations. It was the number two computer maker behind IBM. Yet it ultimately failed as a business and was sold to Compaq Corporation. What happened? Edgar Schein consulted to DEC throughout its history and so had unparalleled access to all the major players, and an inside view of all the major events. He shows how the unique organizational culture established by DEC's founder, Ken Olsen, gave the company important competitive advantages in its early years, but later became a hindrance and ultimately led to the company's downfall. Schein, Kampas, DeLisi, and Sonduck explain in detail how a particular culture can become so embedded that an organization is unable to adapt to changing circumstances even though it sees the need very clearly. The essential elements of DEC's culture are still visible in many other organizations today, and most former employees are so positive about their days at DEC that they attempt to reproduce its culture in their current work situations. In the era of post-dot.com meltdown, raging debate about companies ''built to last'' vs. ''built to sell, '' and more entrepreneurial startups than ever, the rise and fall of DEC is the ultimate case study

The Tech Entrepreneur's Survival Guide: How to Bootstrap Your Startup, Lead Through Tough Times, and Cash In for SuccessHow to Bootstrap Your Startup, Lead Through Tough Times, and Cash In for SuccessMcGraw-Hill Education

This book reinforces the value and importance of entrepreneurial teams within the entrepreneurship literature. The expert group of contributors identifies and develops various key areas of research on entrepreneurship teams and suggests the way ahead for future research in the area. The contributors expand on the existing literature on entrepreneurial teams by first revisiting the most recent framework applied to entrepreneurial teams (that is the Inputs-Mediators-Outputs-Inputs model) and then advancing our understanding of issues such as formation, structuring, deep-level diversity and emergent states. The book additionally considers different contexts of application with reference to their commonalities and specificities and investigates under-researched areas such as entrepreneurial teams within indigenous communities, ethnically diverse groups and women entrepreneurs. The contributors present practice-relevant research and offer researchers a platform from which they can explore new insights into the phenomenon of entrepreneurial teams.

The must-have guide for anyone considering entering the excitingworld of trading from home The biggest stumbling block

for people looking to launch theirown trading businesses from home is a failure to understand thecomplexities of the "back office" operations needed to besuccessful. Survival Guide for Traders is here to help.Packed with strategies for building a successful home tradingbusiness, and featuring answers to questions most up-and-comingtraders would never think to ask, Survival Guide for Tradersis required reading for anyone who wants to start and sustain atrading business from home. Explains how to create a trading business plan, set up anoffice, implement a trading system, use margin, deal with legal andfinancial issues, and keep appropriate records Examines the opportunities and challenges of handling ahome-based trading business Details the process of setting up and organizing your tradingbusiness Includes a comprehensive "Trading Business Plan Template" thatyou can customize Written by Bennett McDowell, a highly regarded trader andtrainer of traders The book for anyone even thinking about entering the excitingworld of trading, the Survival Guide for Traders offerspractical solutions that anyone can use in order to build alasting, thriving home trading business.

Most technology startups never make it to the funding stage, and only a small percentage of those that are venture-backed generate a positive return for their investors. An even smaller number of startup founders enjoy a truly prosperous exit. Bernd Schoner cofounded his tech startup during the dot-com bust, navigated it through market crises and internal turmoil, brought it through the global financial meltdown intact, and eventually sold it to a multibillion-dollar, multinational public technology company. In The Tech Entrepreneur's Survival Guide, Bernd shares what he learned and what he wished he knew at the time. He explains the major phases in a technology company's life cycle, helping entrepreneurs avoid common pitfalls and survive crises when they strike. He guides readers from the initial bootstrapping process through venture-capital financing and provides valuable advice on how to sell a technology company profitably--even in a challenging economic environment. Every chapter presents solutions to realworld issues that could otherwise have fatal consequences for a tech venture. Aspiring tech entrepreneurs will learn to: Set up shop: build the team, assemble necessary startup assets (including technology and intellectual property), get legal and financial affairs in order Secure capital: ask for money, nail the term sheet, ask for more money Get out: know when to sell, who to sell to, and how to make it a happy exit for all stakeholders, including the employees Written with deep insight, refreshing candor, and a dash of humor, this comprehensive guide to the often harsh realities of startup life is indispensable for entrepreneurs at any stage. PRAISE FOR THE TECH ENTREPRENEUR'S SURVIVAL GUIDE: "A genuine narrative from the field, with battle scars and self-reflection. Reading this book will help you avoid many pitfalls." -- Nicholas Negroponte, professor at the Massachusetts Institute of Technology Media Lab "There's a lot of great insights and practical advice for the entrepreneur in this book, stuff you normally won't read or hear unless you buy some hard-bitten

company founder a few drinks. If you are launching a technology startup, reading this book is the thing you should do first." -- Mark Roberti, founder and editor in chief of RFID Journal "I wish I had read Bernd's book when we founded The Echo Nest. Bernd touches on all the major issues in the initial formation stages of a tech company and many of the problems that come up when the company matures. If you are thinking of founding your own tech startup, read this book first." -- Tristan Jehan, cofounder of The Echo Nest "A visceral, behind-the-scenes guide to technology entrepreneurship. Bernd tells it like it is and presents a universe of solutions to tricky startup situations that can significantly improve the odds of success. Indispensable." -- Larry Begley, cofounder and managing director at .406 Ventures "The best-laid business plans never survive contact with reality. Bernd has provided a comprehensive guide to anticipating the unexpected in the life of a startup." -- Neil Gershenfeld, professor and director of the Massachusetts Institute of Technology Center for Bits and Atoms

Reveals the personal records available on the Internet; examines Internet privacy; and explores such sources of information as mailing lists, telephone directories, news databases, bank records, and consumer credit records.

"Mary Gehlhar's third edition of her seminal Fashion Designer Survival Guide is the definitive how-to for navigating the fashion industry, post-pandemic. Mary's trailblazing book illuminates and inspires. She is a fashion treasure and this new edition is a rare gem." Tim Gunn "The Fashion Designer Survival Guide is packed with essential knowledge and advice from industry experts and experienced designers to set you on the right path. These insights will give you the solid foundation to create a plan and make smart decisions…" Christian Siriano In this updated and expanded edition of The Fashion Designer Survival Guide, Mary Gehlhar, industry authority and consultant to hundreds of fashion design entrepreneurs, offers behind-the-scenes insight and essential information to launch and grow your own fashion label. You'll hear from experts in social media, financing, and sales, along with advice from dozens of designers on solutions to their biggest challenges and their keys to success. A new section of full color photos from 25 independent designers bring the concepts to life. In this must-have guide, Gehlhar reveals essential information on: Creating a viable business plan Social media strategies to grow your customer base Maximizing online sales to get your designs directly into customers' closets Integrating sustainability in your sourcing and manufacturing Collaborating with influencers, stylists and brands to expand your audience Landing the right financing for your type of business Establishing wholesale partnerships with the best retail stores Navigating the pitfalls of production both at home and abroad

America is hurtling toward socialism. What should a free-market capitalist do with his money? Economist Jerry Bower, a frequent contributor to the National Review, Townhall, and Forbes online editions, presents a crucial investment guide for laissez faire thinkers as the nation enters its most disturbingly anti-wealth and anti-business era in history.

Every startup needs to consider how they can use technology to boost their business because this can be an excellent tool that allows you to level the playing field and find success early on. New technology can also be highly complex and expensive, so you need to make sure that you are using the right tech for your operation and not wasting money and resources on technology that you do not need. This book is unique among startup books on the market. Rather than providing details on what most entrepreneurs can figure out on their own, it addresses the critical issues that are elusive to most. It provides valuable advice and practical information to help in decision-making and avoiding pitfalls that may lie in the path to success. It captures the keys to success and the mistakes that lead to failure. It makes you think about the important factors in every decision. It provides useful examples, metaphors, and illustrations to convey the concepts in a way that is easy to understand.

For undergraduate-level courses in Industrial and Organizational Psychology, Business Psychology, Personnel Psychology and Applied Psychology. Psychology and Work Today provides an invaluable foundation for anyone entering today's global business and industrial world. This informative, sophisticated, and entertaining text teaches students about the nature of work in modern society. By focusing on the practical and applied rather than the scientific ideal, the authors demonstrate how industrial-organizational psychology directly impacts our lives as job applicants, trainees, employees, managers, and consumers.

When you look at all of the innovation that has been added to the world in just the last one hundred years, it is absolutely astounding how far we've come. Start-ups endeavor to capture that innovation and make its benefits available to those whose lives will be forever improved by it. Yes, there can be great wealth and fame for those intrepid entrepreneurs who dare beyond the dream, to actual execution. But there is also great risk and no guarantees. Today the barriers to starting a company are almost too low and that can seduce an entrepreneur to build without truly thinking the idea through to its rightful conclusion. · It's just full speed ahead of the competition even when there isn't any. · It's millions of investment dollars spent on a product with no customers yet. · It's build it and they will come. Well, what if they didn't come? What are you going to do now? This is a far different situation than when you were driving the original idea, selling the vision, seeking and getting the intoxicating "Wow's", when everyone would talk to you and everyone was chasing you to share his or her sage. But when you've built it and they didn't come, when you have that epiphany that maybe they aren't ever coming, when the buzz and the fervor turn into fear, uncertainty and doubt, where do you turn? Well I've accepted that I can't get to every start-up's CEO before he builds a product with no orders for it. He wouldn't listen anyway as most are too busy building to listen then. But what I can do is help him figure out his Now What? when it happens. This book is not about theory. It's true stories with practical advice on what to do next. Getting it right creates jobs, provides for the future

of the families involved, brings products to the world that can forever improve lives and bring benefits to our global economy. It is with great courage that these Executives so candidly have shared their own true stories of how they came to their Now What moment and what they did to get it right. No one told them, now they openly will tell you: A software survival guide for non-technical entrepreneurs entering the tech space who want to reduce the uncertainty associated to starting their business, and for seed startups who require support and ideas when dealing with the daily realities of managing the software development process and getting a quality software application built and launched. "This timely book is a guide to any would-be whistleblower, any person considering the disclosure of information which exposes wrong doing or harmful behavior. In today's highly surveilled digital world, knowing the safest and most secure way to reveal wrongdoing is critical. Thoroughly and in detail, Tim Schwartz outlines the pros and cons of different methods of exposure. It is the must-have handbook for concerned employees as well as journalists and lawyers working with whistleblowers." — Katharine Gun, former British intelligence worker who revealed illegal U.S. wiretapping of the United Nations Security Council prior to the 2003 invasion of Iraq "Before reaching out to the media, whistleblowers need to safely and anonymously gather documentation of wrongdoing, and then figure out how to securely discuss it with journalists. In the age of ubiquitous surveillance, where even doing a single Google search could out you as the source, this is no simple or easy feat. The techniques described in this book are vital for anyone who wishes to blow the whistle while reducing their risk of retaliation." — Micah Lee, director of information security at The Intercept "Despite my 40 years of working with whistleblowers, Tim Schwartz taught me how much I still have to learn about protecting their identities. This easy-to-understand book, packed with practical nuts-and-bolts guidance, is a must-read for anyone who wants to blow the whistle anonymously." —Tom Devine, legal director, Government Accountability Project "A simple guide to a daunting and vital subject. Schwartz has done outstanding work explaining the ethical, personal, technical and legal considerations in blowing the whistle."—Cory Doctorow, Boing Boing "In today's digital age with the vast amount of information technology available to target disclosures that those in power would prefer remain hidden, this book provides a practical roadmap when making that often life-altering choice of standing up and exposing abuse and misuse of power across all sectors of society." —Thomas Drake, former National Security Agency senior executive and whistleblower Governments and corporations now have the tools to track and control us as never before. In this whistleblowing how-to, we are provided with tools and techniques to fight back and hold organizations, agencies, and corporations accountable for unethical behavior. Can one person successfully defy a globe-spanning corporation or superpower without being discovered? Can a regular citizen, without computer expertise, release information to the media and be sure her identity will be concealed? At a time we're told we are powerless and without agency in the face of institutions such as Google,

Facebook, the NSA, or the FBI, digital security educator Tim Schwartz steps forward with an emphatic "yes." And in fewer than 250 pages of easy-to-understand, tautly written prose, he shows us how. A PUBLIC SERVICE can teach any one of us the tricks to securely and anonymously communicate and share information with the media, lawyers, or even the U.S. Congress. This book is an essential weapon in the pervasive battle to confront corruption, sexual harassment, and other ethical and legal violations.

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

A concise but informative overview of AI ethics and policy. Artificial intelligence, or AI for short, has generated a staggering amount of hype in the past several years. Is it the game-changer it's been cracked up to be? If so, how is it changing the game? How is it likely to affect us as customers, tenants, aspiring home-owners, students, educators, patients, clients, prison inmates, members of ethnic and sexual minorities, voters in liberal democracies? This book offers a concise overview of moral, political, legal and economic implications of AI. It covers the basics of AI's latest permutation, machine learning, and considers issues including transparency, bias, liability, privacy, and regulation.

Provides advice on buying a new personal computer, using Linux, and choosing a mobile device, and discusses computer facts, trends, technical processes, and recent developments.

Presents an overview of empirical and conceptual developments in the study of high-tech entrepreneurs from an interdisciplinary and multinational perspective. This book explores various conceptual frameworks and definitions of high-tech entrepreneurs and of the entrepreneurial process based on studies in different settings and contexts.

Dot-Winners vs. Dot-Loserswhat works, what doesn't, and why With more dot-coms going bust every day, new-economy entrepreneurs and managers are scrambling for detailed information on what went wrong with the losers and how they can emulate the winners. DotBomb gives them the answers with a close look at a number of notable dot-com failures, comparing their experiences with those of several prominent dot-com successes.With the help of candid commentaries by staff members, venture capitalists, industry analysts, and market research, Sean Carton performs postmortems on Priceline, Living.com, PlanetRX, ValueAmerica, and other recent dot-com debacles and identifies the dot-pathologies that led to their demise. He also provides contrasting examples of successful companies that excel in that area, and he extracts powerful lessons on what managers can do to follow their examples.

Students today are faced with ever-rising costs of tuition, and the decisions made as to how to pay for school can be some of the most important a young person makes. The costs for college or university are prohibitive to some and very intimidating to others. It is critical for students to have a handle on their finances, have a plan to eliminate these fears and embark on a life of financial freedom. The Canadian Student Financial Survival Guide will show them how to do this. The Canadian Student Financial Survival

Guide covers topics such as student loan applications, financing their education, credit-card issues, car leasing vs. car buying, accommodation and many other issues for students faced with their first major financial decisions.

Your complete startup downturn survival guide During a market boom, startup funding is in abundance. But when a financial crisis hits, investments dry up, making it difficult for newer, smaller outfits to survive. During a period of economic instability, that task might seem even harder. However, a crisis doesn't have to mean it's time to shut up shop. Restartup shows how it's possible—by choosing to embrace instability and seizing the new opportunities it provides—to stay afloat, and even to thrive. Arunkumar Krishnakumar and Maxson Tee —tech investor, influencer, blogger, and podcaster— use case studies and in-depth interviews with VCs, CEOs, and academics to flesh-out anecdotal crisis-survival frameworks. They introduce you to the concepts, tools and techniques to help you sail through an economic storm. The money pyramid—understand your crisis financing options Mental Health – drop the societal taboo for the wellbeing of the company and the founders Fundraising psychology—go beyond the deck and the proposition to get inside your investor's head Operational efficiencies—know how to cut back but still hold onto your top people Embrace the suck—see how a crisis can open up unexpected opportunities Don't let a crisis go to waste: stop worrying and use the proven ideas in this book to turn instability into opportunity—and embrace the wild ride to survival and success.

For anyone contemplating starting a small business with potential sales of a few thousand dollars up to the two million level, and for those who currently run their own businesses, this is the most comprehensive, up-to-date guide available. The Canadian Small Business Survival Guide will not only instruct beginners whose business knowledge is limited, but also provide a wealth of interesting information for experienced entrepreneurs. The author has covered every imaginable facet of running a successful business. The topics include: types of business, financing, government assistance, locations, franchises, and marketing. One section, presented with step-by-step instructions, explains how to prepare necessary financial statements and business plans. The book also includes charts, checklists, exhibits, graphs, and tables that are indispensable for entrepreneurs and for those seeking a business loan. 10th Printing - over 25,000 sold Most popular book on small business in Canada This edition completely revised and updated - contains new sections on computers and the Internet

Presents a guide to organizations, publications, and other sources providing information or assistance in dealing with such business problems as advertising, data processing, marketing, franchising, and management

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The founder of Cullinet Software provides advice on starting and managing a company in various circumstances, illustrated by examples from his own experience in the software industry

For the English poet Rudyard Kipling, the city of San Francisco has only one drawback tis hard to leave. Author Thomas Moyer, a conservative by choice, couldn't agree more as he calls The City by the Bay his home yet finds it quite different from the city he imagined it to be over a decade ago. In Conservative Survival Guide to San Francisco, he takes readers into the dual facets of the Paris of the West --- the city with lush greenery, panoramic views of the Pacific Ocean on one side and its band of hippies, drug addicts and liberals on one end. More than just a literary piece tackling the division of the world into being conservative or being liberal, this highly insightful work of Moyer is part travel guide, part personal memoir, and part political commentary. Like Group Captain Lionel Mandrake in Stanley Kubrick's Cold War dark comedy, "Dr. Strangelove", Moyer stays true to his ideals of doing the best he can under less-than-ideal condtions while most of the people around him are a bit crazy, weak willed, or downright odd. "To be clear then, just as Mandrake loved the world of Strangelove, I love this city. It's my home here, now and forever. But I have some serious misgivings about San Francisco's politics," Moyer wrote in the introduction. "My intention in writing this book is to bring to light the good, the bad, and the wacky aspects of San Francisco. If you're a conservative of any shade or degree who's planning on visiting or moving to the city, or even the Bay Area, more generally, I'm going to be your tour guide on your trip down into the rabbit hole of San Francisco. And I'm going to show you how to manage to keep your conservative morals intact when surrounded on all sides by the exotic lunacy of this Strangelove-like world." Moyer provides a conservative insider's perspective into San Francisco in Conservative Survival Guide to San Francisco its people, culture, politics, and what it's really like to be a "Mandrake" inside the most liberal city in America. More importantly, he shows conservative readers how he learned to stop worrying and love the city. Conservative Survival Guide to San Francisco is more than just a looking glass into the bipolarities of the cool grey city of love. It also takes into account the author's experiences in the most liberal city in America and is meant to show a snapshot into the life of a conservative. At turns striking and original, this eruditely crafted piece is the ultimate guide to the rabbit hole that is San Francisco.

Now in its Fourth Edition, Effectively Managing and Leading Human Service Organizations continues to provide invaluable creative ideas for achieving managerial success. Authors Ralph Brody and Murali Nair dissect and diagnose common workplace dilemmas, offering current and future managers the skills to implement positive changes in organizations large and small. Easy-to-read, this book connects a conceptual framework and essential managerial practices with hundreds of real-life examples and case studies of applied managerial skills in organizational settings.

Explore key scenarios required for building quality Ionic apps quickly and easily and bring them to the iOS and Android mobile ecosystem. Learn Ionic 2 explains various techniques to quickly integrate third-party back end systems. With this short guide, you'll benefit from practical

examples of implementing authentication and authorization, connecting to social media, integrating with payment gateway, and analytics integration. This book presents solutions to the challenges faced during the development process of these tasks. Validation is essential to the survival and eventual success of any startup. You validate your business idea by placing a product in the hands of your customers and getting them to interact with it. The Ionic framework makes this possible. What You'll Learn: Master end-to-end hybrid application development Create user management modules including signup, login, and forgotten passwords Use analytics to evaluate an application using Ionic Framework Who This Book Is For: Tech entrepreneurs and businessmen with ideas

Technology management education and business education are visibly intertwined in the current educational system. Certain efforts that have taken place in the recent past are the interinstitutional discourse around the world. Technology management is a dynamic and evolving profession, driven by changes in technology, globalization, sustainability, and the increasing importance of the service economy. The Handbook of Research on Future Opportunities for Technology Management Education is a comprehensive reference book that enables readers to comprehend the trends in technological changes and the need to orient business education and technology management in workplaces. The book serves to support with the formation and implementation of appropriate policies for technology management. Covering topics such as big data analytics, cloud computing adoption, and massive open online courses (MOOCs), this text is an essential resource for managers, technologists, teachers, executives, instructional designers, libraries, university researchers, students, faculty, and industry taught leaders.

Have you got a business idea in mind? If so, let's test it out, step-by-step Even if you don't have an idea, this book will show you how to start a business where you know there are customers who will want what you're going to offer them! The major topics covered by this book include: Starting a new business: Contractual agreements for hiring staff, trademarks, company formation, keeping financial records and tax considerations, non-disclosure agreements (NDAs) and Intellectual Property (IP) and their significance to you. You'll find lots of signposts to direct you towards startup-friendly law services and legal documents that you can review and consider. Researching your idea: In this section of the book, there are plenty of interactive exercises which will show you how to assess any business idea, along with tips and techniques you can start using for free, including little-known ways to automate the gathering of your research once you know what sort of information you are looking for. Save time and collect information even as you sleep! You'll also find resources to help you prepare a business plan in minutes. Identifying your target market and target customer(s): This book will explain how to create a customer avatar with lots of suggestions, diagrams and examples to show you how to do this. You'll also be shown how to hold professional "customer interviews" to gather feedback on your idea and refine it further. These interviews will help you get to the heart of what customers want and need, and most importantly, what they will pay you for. Raising funds for your business: We'll cover a number of ways to raise money to build your product - choose the ones that are right for you. This book comes with templates, scripts and free resources including an online workbook and spreadsheets to help you stay organised as you start to plan ahead. Reach for the stars, whilst keeping your feet on the ground. Avoid unnecessary risks, and Develop Your Idea before you invest money in a new venture! This book is for you if you: - Are planning to start a new business venture and are at the idea, or early planning stages. - Would like some techniques and a process that you can follow to research and test out your idea before you take the next step. - Would like to know how to protect your interests when starting a new business. - Are short on time and money and want some useful methods, and resources to help you avoid the pitfalls associated with starting a new business. NOTE This is the first book in the Building Your Business series, that leads on to the 25-chapter software survival guide: Don't hire

a software developer until you read this book, for startups and entrepreneurs that want to start, or grow their tech business the smart way. It builds on the concepts seen in Develop Your Idea! A wide range of topics are covered, including: The pros and cons of building different types of software app, agile development principles and processes, pricing tactics and generating revenue from your app, basic marketing and SEO, creating prototypes from scratch and product development. The book also explains some of the different programming languages used to build apps, how to find and interview developers, how to project manage the build of a software application, product testing, managing a Beta software launch, customer care, support and more!

A tech entrepreneur journeys across Africa in this inspiring memoir about economic development, spiritual growth, and how to live with purpose. In 2017, Kurt Davis traveled to Africa to volunteer with entrepreneurial support organizations and humanitarian non-profits. In Finding Soul, From Silicon Valley to Africa, Kurt shares his enlightening and inspiring experiences in South Africa, Nigeria, Ghana, Rwanda, and numerous other countries. His story sheds light on the power of entrepreneurialism as a tool for development. But it is also shares lessons about the profound power of empathy, what we gain when we release the ego, and how we can discover deeper meaning in our lives.

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