

From Idea to Success: The Dartmouth Entrepreneurial Network's Guide for Start-Ups



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(Dr. Raven Ledner)


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Mcgraw Hill Book Co, 2011. Gebundene Ausgabe. Book Condition: Neu. Neu Neuware, Importqualität, auf Lager, Schnellversand mit dpd - Got a big idea Here's how to turn it into big money! Dartmouth University has long been at the epicenter of global entrepreneurship, from the foundation of the world's oil industry and the invention of BASIC to the more whimsical inventions of the games Twister, Cranium, and the Nerf Ball. And at the heart of this is the Dartmouth Entrepreneurial Network (DEN), an organization created in 2000 dedicated to fostering a spirit of innovation by helping people in the Dartmouth community learn about and implement entrepreneurship. In *From Idea to Success*, DEN founder Gregg Fairbrothers reveals his rules for entrepreneurial thinking. Whether you're planning to develop a new generation of robots or working on smart phone apps, you'll learn how to refine your ideas, test them in the marketplace, refine them further (or abandon them and find a new idea) in light of what you've learned, and make pitch to investors. Fairbrothers provides case studies to illuminate the process of successful entrepreneurial endeavors, including: Saureus: a cost-effective screening technology that detects dangerous pathogens plaguing hospitals and nursing homes Petite Palette: an organic baby food maker that flash freezes its ingredients and packs them enviro-friendly packaging Youcastr: a broadcasting platform that lets schools charge money for access to their sporting events Flightcaster: a mobile application that predicts flight delays and cancellations, helping travelers re-route to arrive at their destination on-time

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