



Disciplined Entrepreneurship: 24 Steps to a Successful Startup

By Bill Aulet

Download now

Read Online 

Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet

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 “F” word – 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.

For more please visit <http://disciplinedentrepreneurship.com/>

 [Download Disciplined Entrepreneurship: 24 Steps to a Succes ...pdf](#)

 [Read Online Disciplined Entrepreneurship: 24 Steps to a Succ ...pdf](#)

Disciplined Entrepreneurship: 24 Steps to a Successful Startup

By Bill Aulet

Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet

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 “F” word – 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.

For more please visit <http://disciplinedentrepreneurship.com/>

Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet Bibliography

- Sales Rank: #13552 in Books
- Brand: imusti
- Published on: 2013-08-12
- Original language: English
- Number of items: 1
- Dimensions: 7.90" h x .90" w x 8.10" l, 1.82 pounds
- Binding: Hardcover
- 288 pages

 [Download Disciplined Entrepreneurship: 24 Steps to a Succes ...pdf](#)

 [Read Online Disciplined Entrepreneurship: 24 Steps to a Succ ...pdf](#)

Download and Read Free Online *Disciplined Entrepreneurship: 24 Steps to a Successful Startup* By Bill Aulet

Editorial Review

Amazon.com Review

Exclusive Q&A with Bill Aulet, author of *Disciplined Entrepreneurship*



Bill Aulet

Why did you name the book *Disciplined Entrepreneurship*?

I love the name because in two words it captures the dichotomy that makes for a successful entrepreneur: the fearless spirit of a pirate with the execution skills of a Navy SEAL Team Six. At the Martin Trust Center for MIT Entrepreneurship, we help our student entrepreneurs strike this balance.

Why did you decide to write this book now?

The book came about because MIT's Howard Anderson and I were teaching an introductory entrepreneurship class and over time the class grew from five teams of four students to over 100 teams. We worked very hard to put materials together to help us teach the class in a scalable manner, and I soon realized that this was a pervasive problem that could cause a real crisis and halt the progress entrepreneurship was making in society. That was why I started writing the book.

What does it take to be an entrepreneur?

I get this question everywhere I go. Many people have the misperception that successful entrepreneurs are born, not made, with a history of high achievement. Other misperceptions are that entrepreneurs are mercurial individualists, that they love risk, and that they are undisciplined. In most cases it is quite the opposite; research has been proving more and more that entrepreneurship can be taught and that should be considered a legitimate profession and discipline. Entrepreneurship is a team-sport where ideas are much less important than the team's ability to execute in a highly focused manner.

What makes you qualified to write a book on entrepreneurship?

In my 15 years of doing and teaching entrepreneurship, I've gained a lot of wisdom from the scar tissue of failure. It's not that I'm a guru, it's that I figure out what works and I pass on that knowledge. I'm fortunate to have this fabulous position at MIT from which I can foster a community where people can learn from each

other.

After working at IBM for 11 years, I started my first company, which failed. This failure was so visceral and so real, and I learned a tremendous amount while crashing and burning. Above all, I became aware that the team that you work with is critically important. You need to collaborate with someone you can trust and who works in a way that is complementary to you.

Is there anyone who has been a particular inspiration to you?

During my time at IBM, I was amazed by the late Thomas Watson, Jr., who was able to scale a company in a way few others have done. The person who has probably inspired me even more is Mitch Kapor, who started Lotus Development Corporation and demonstrated that people could do positive things for society through business. He showed me business could be cool. He transformed Cambridge's Kendall Square into a hub for innovation-driven entrepreneurship.

How does presenting the entrepreneurial process as a series of steps or a roadmap help the reader?

Entrepreneurship is not a purely sequential process, but we needed to give people a place to start to keep them from getting lost. I broke it down and determined the most logical starting point and built it from there. While there are many iterative loops along the roadmap, it gives enough structure so that people can get going.

Who should buy this book?

The people who should buy this book are those who are interested in entrepreneurship and want to understand the process. They may be first time entrepreneurs, experienced entrepreneurs interested in doing it again, or businesspeople trying to turn their ventures into high growth companies. In addition, many large, established companies are interested in utilizing the book to prove their innovation capability.

How does your book relate to the current state of the economy?

Creating jobs isn't just about small businesses per se, it's even more about new, high growth businesses. The Kauffman Foundation found that in 2007, two-thirds of new jobs came from companies one to five years old. *Disciplined Entrepreneurship* is about creating these new businesses that will drive economic growth.

How did you decide to work with an illustrator? What is your favorite illustration in the book?

The illustrations make the book more accessible. In my experience, people learn a lot more when they're having fun. The illustrations add a dimension of fun to the book that make people more open to its message. They also distill the essence of each step.

My favorite illustration is the last one, because it drives the point that knowledge doesn't set you free, but action does. Starting a company is not solely an analytical exercise; it requires action. That idea is a good one to end on, and it really resonates with entrepreneurs.

Review

"This book provides an invaluable comprehensive framework for innovation-driven entrepreneurs to execute the business planning process." -*Brad Feld*

From the Inside Flap

24 Steps to Success!

Interest in entrepreneurship is exploding globally yet many people believe that entrepreneurship cannot be taught—that those who become successful were born with something others lack. But the greatest entrepreneurs—Richard Branson, Steve Jobs, Bill Gates, and all the others—really had just one thing in common: They made great products.

Disciplined Entrepreneurship offers a comprehensive, integrated, and proven step-by-step approach to creating innovative, highly successful products. It focuses on the iterative process that marches you toward that optimal, elegant solution—the foundation for your whole business. Whether you're creating a physical good, a service, or the delivery of information, *Disciplined Entrepreneurship* breaks down the necessary processes into 24 steps that any industrious person can learn.

Yes, entrepreneurship can be chaotic, but situations that are innately unpredictable require a systematic framework that allows you to reduce your risk by identifying and addressing areas that you can control. The process outlined in this book can help ensure your success—or it can help you fail faster, if failure was already inevitable, and move you on to a better idea. This step-by-step guide to creating a new venture shows you how to:

- Create valuable specificity by focusing on one market opportunity that you can dominate
- Quantify the unique value you bring to your target customer—and how to translate that value into profit
- Design and build your product in the most efficient way possible
- Overcome common obstacles in getting your product adopted by customers
- Identify and test key assumptions
- And much more!

As the world becomes more complex and the problems become more urgent, the need for entrepreneurs will only grow. This framework will allow intrepid entrepreneurs to quickly and efficiently iterate their way toward the best solutions. Whether you're a first-time or repeat entrepreneur, *Disciplined Entrepreneurship* offers the tools you need to improve your odds of making a product people want—and need—to buy.

Users Review

From reader reviews:

Nancy Smith:

The book *Disciplined Entrepreneurship: 24 Steps to a Successful Startup* make one feel enjoy for your spare time. You need to use to make your capable much more increase. Book can to get your best friend when you getting pressure or having big problem using your subject. If you can make studying a book *Disciplined Entrepreneurship: 24 Steps to a Successful Startup* being your habit, you can get far more advantages, like add your personal capable, increase your knowledge about some or all subjects. It is possible to know everything if you like wide open and read a book *Disciplined Entrepreneurship: 24 Steps to a Successful Startup*. Kinds of book are several. It means that, science reserve or encyclopedia or other folks. So , how do you think about this reserve?

Eric Green:

A lot of people always spent their free time to vacation or even go to the outside with them family members or their friend. Did you know? Many a lot of people spent they will free time just watching TV, or playing video games all day long. If you wish to try to find a new activity here is look different you can read some sort of book. It is really fun to suit your needs. If you enjoy the book you read you can spent all day every day to reading a guide. The book Disciplined Entrepreneurship: 24 Steps to a Successful Startup it is very good to read. There are a lot of people who recommended this book. They were enjoying reading this book. Should you did not have enough space to bring this book you can buy typically the e-book. You can m0ore effortlessly to read this book from your smart phone. The price is not too costly but this book possesses high quality.

Richard Dike:

Your reading 6th sense will not betray you, why because this Disciplined Entrepreneurship: 24 Steps to a Successful Startup e-book written by well-known writer whose to say well how to make book that could be understand by anyone who read the book. Written throughout good manner for you, dripping every ideas and composing skill only for eliminate your own hunger then you still hesitation Disciplined Entrepreneurship: 24 Steps to a Successful Startup as good book not simply by the cover but also with the content. This is one e-book that can break don't assess book by its protect, so do you still needing yet another sixth sense to pick this specific!/? Oh come on your examining sixth sense already alerted you so why you have to listening to an additional sixth sense.

Julia Watkins:

Is it a person who having spare time after that spend it whole day by watching television programs or just laying on the bed? Do you need something totally new? This Disciplined Entrepreneurship: 24 Steps to a Successful Startup can be the response, oh how comes? The new book you know. You are thus out of date, spending your time by reading in this fresh era is common not a nerd activity. So what these guides have than the others?

Download and Read Online Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet #S8BC2TZ3DOG

Read Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet for online ebook

Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet books to read online.

Online Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet ebook PDF download

Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet Doc

Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet Mobipocket

Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet EPub

S8BC2TZ3DOG: Disciplined Entrepreneurship: 24 Steps to a Successful Startup By Bill Aulet