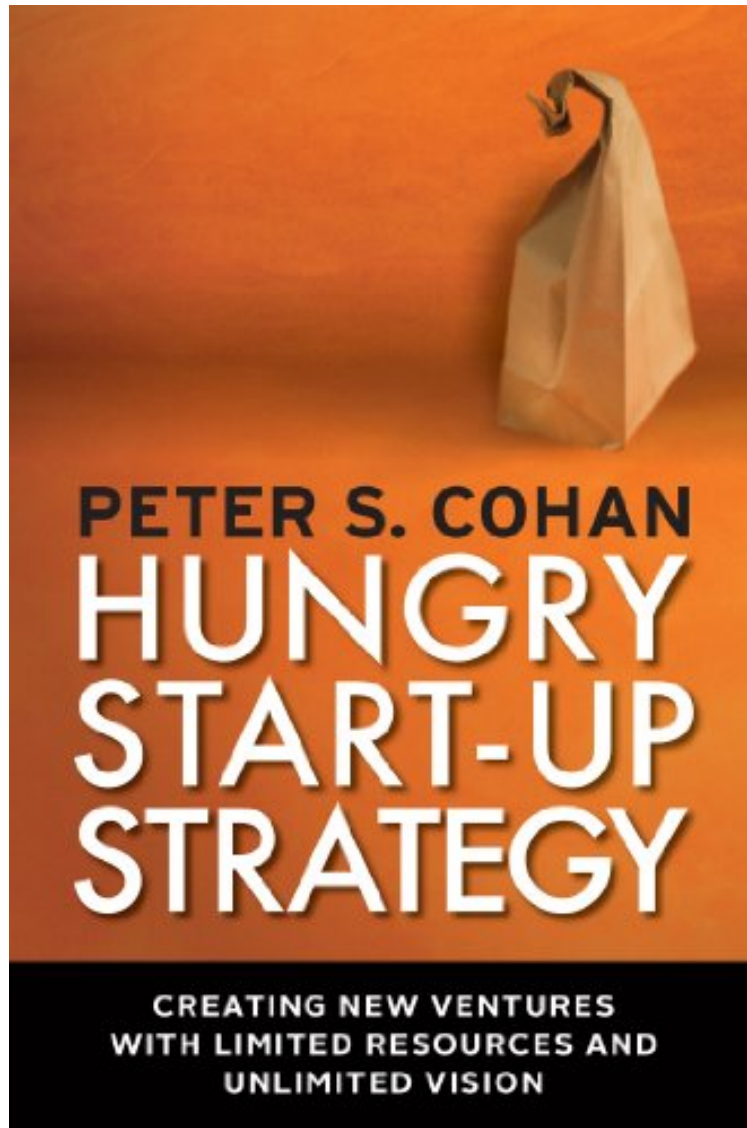


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Hungry Start-up Strategy: Creating New Ventures with Limited Resources and Unlimited Vision

Peter S. Cohan

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Peter S. Cohan : Hungry Start-up Strategy: Creating New Ventures with Limited Resources and Unlimited Vision before purchasing it in order to gauge whether or not it would be worth my time, and all praised Hungry Start-up Strategy: Creating New Ventures with Limited Resources and Unlimited Vision:

0 of 0 people found the following review helpful. Fantastic, 10/10 By Customer FANTASTIC READ. Peter Cohan is absolutely brilliant. This book is written artfully, describing such a complicated topic so simply. He outlines a path to

success. Additionally, we know his advice to be viable, seeing as he is an extremely successful venture capitalist himself. I will recommend this book to anyone. The skills described in this book are relevant to every sector of the business world, not just entrepreneurs. 0 of 1 people found the following review helpful. Very practical GuideBy JJRecommend for anyone starting a business. It provides very practical suggestions and the approach would be very favourable if you need to raise capital from third party investors. 1 of 1 people found the following review helpful. Must-read book for anyone interested in start-ups!By WesnerFiveThis book is a terrific resource for anyone interested in starting a business. Based on extensive field research with numerous start-up companies, this book is an invaluable guide for creating a successful new business. Peter Cohan lays out useful frameworks for thinking through the key aspects of building and financing a fast-growing business. This book will definitely feed the hungry aspiring entrepreneur!

Entrepreneurs are hungry. But it's not just because they're living on ramen and adrenaline while they pour their all into their business. Peter Cohan has found something deeper: a hunger to create the kind of world they want to work in. To leave a legacy, they build carefully with limited resources and maintain control of the venture's direction. For years, students have told Cohan that the seminal business strategy guide, Michael Porter's Competitive Strategy, was too big-company focused. So Cohan—who once worked with Porter—has written the first business strategy book to address start-ups' very different challenges. Cohan focuses on six key start-up choices—setting goals, picking markets, raising capital, building teams, gaining market share, and adapting to change—explaining the unique rules start-ups must follow. For example, when setting goals, large corporations try to maximize their long-term return on equity, but resource-poor start-ups have to plan by setting a series of short-term goals—and how they do this will mean the difference between blazing a trail or flaming out. When entering a new market, well-fed companies can invest substantial time and capital before ever launching a product, but hungry start-ups must get an adequate prototype in front of customers fast, get feedback, and quickly develop a viable business model or they'll starve to death. For each of these six areas, Cohan provides a decision-making approach and lively case studies of what actual entrepreneurs have done. He extracts hard-hitting lessons not only for start-ups but also for investors and even established companies. Hungry Start-up Strategy offers a full menu of vital information for anyone seeking to cook up a thriving business from scratch.

From Publishers WeeklyManagement consultant and venture capitalist Cohan (Export Now: Five Keys to Entering New Markets) tries to even the formidable odds facing fledgling entrepreneurs, advising readers to examine with a strategic eye their chosen field of competition and thus avoid the errors that can doom a business from the start. Not just preaching to the choir, he shows how this has been accomplished by such entrepreneurs as BrewDog's cofounder James Watt and T2 Biosystems' CEO Joe McDonough. He also shares their accumulated expertise on such essentials as setting short-term goals, picking the right field, raising funds, and building a team. While some figures and diagrams appear throughout the book, Cohan's writing remains remarkably free of the consultant buzzwords and charts that can make works of this type not only challenging but unhelpful. Instead, Cohan delivers his advice in a no-nonsense, direct manner that readers will appreciate. He also explores the challenges of satisfying customers, remaining open to change, and meeting capital providers' demands. Entrepreneurs hungry for success will welcome Cohan's guidance on gaining the edge necessary to compete and thrive in business. "Peter Cohan has created a logic of competitive strategy that speaks to the real challenges of entrepreneurs trying to create new organizations that are more likely to succeed."—Leonard A. Schlesinger, President, Babson College "I can say unequivocally that the Hungry Start-up Strategy tips work! Thank you, Peter, for guiding us to a business model that supports our social mission."—Carol Barash, PhD, founder and CEO, Story to College "A guide that will help the entrepreneur sort the urgent from the important and navigate the choppy waters of an early-stage venture."—Howard Stevenson, Sarofim-Rock Professor of Business Administration, Emeritus, Harvard Business School "Cohan distills his expertise into a stunningly helpful and immensely practical book filled with a variety of tools that any entrepreneur will find instantly illuminating and useful."—John Harthorne, founder and CEO, MassChallenge, Inc. If the HBS strategy paradigm is of diminishing relevance to the new venture and therefore a growing share of the economy, what is the replacement? Peter Cohan provides his answer to this question in Hungry Start-up Strategy. While HBS' Porter advocates a highly structured, even dispassionate approach to an already established business, Mr. Cohan promotes personal passion and customer connection to creating the business. His focus is on the "six key start-up choices—setting goals, picking markets, raising capital, building teams, gaining market share, and adapting to change." By my own research, advisory experience, and entrepreneurial involvements, I have gained first person insight into the veracity of the very premise of the Hungry Start-up Strategy. Congruent with the style he advocates, Peter Cohan's book is pragmatic and personalized, more compressed than comprehensive, sufficiently succinct that the would-be entrepreneur can read and digest it in an afternoon, then pull an all nighter crafting the strategy to launch the hungry start-up. -- New York Journal of Books About the Author Peter S. Cohan is principal of Peter S.

Cohan Associates, a management consulting and venture capital firm. Cohan teaches strategy to undergraduate and MBA students. Since May 2002, Cohan has served as an executive-in-residence at Babson, advising MBA teams in their consulting work with companies through the Babson Consulting Alliance Program (BCAP) and Management Consulting Field Experience (MCFE) programs. He has previously taught at Stanford University's Industry Thought Leaders program, Columbia University's Senior Executive Program, MIT, the University of Hong Kong, the National University of Singapore, and other universities in Europe and Asia. He has also conducted management development programs in the US and Asia sponsored by leading corporations, such as IBM, Intel, Hewlett Packard, Oracle, Fidelity Investments, and Procter Gamble. Cohan is a frequent commentator on developments in economics, technology, and finance. He has been a guest on ABC's Good Morning America, CBS's Evening News and Early Show, CNN, CNBC, PBS's Wall Street Week, and New England Cable News (NECN). He has been quoted in the New York Times, the Wall Street Journal, the Washington Post, Barron's, Red Herring, Time, BusinessWeek, Fortune, and Newsweek International. His own monthly investment newsletter is The Cohan Letter.