

From idea to success : the Dartmouth entrepreneurial network's guide for start-ups

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Abstrak

Introduction: the entrepreneur will save us? -- The framework -- Who is the entrepreneur? -- The right words to say -- What's the idea? -- Thinking about the market -- Intellectual property and licensing -- Risk -- Building your idea -- Building a business plan -- The founding team -- Building boards -- Employees and other people resources -- The competition -- Financing -- The law -- Nonprofits and social entrepreneurship -- Managing the company -- Everything is negotiable! -- On sales and selling -- Communication -- Leaders decide -- Accounting and money management -- Correcting your course -- Growing -- Liquidity events.