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ROE ADAMS



IN THE ASS

THE FIRST BOOK OF THE ASS SERIES

Good Hard Kick In The Ass Basic Training For Entrepreneurs

Rob Adams



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A Good Hard Kick in the Ass Rob Adams, 2007-12-18 Every day Rob Adams helps entrepreneurs find true markets for their products design solid business models and hire great teams because that's what it takes to build a successful company While this sounds self evident far too many entrepreneurs have forgotten these fundamentals They've been influenced by what Adams calls business porn myths lingering like a bad hangover from the easy success days of the late 90s These entrepreneurs believe a unique idea is the key to igniting a great business They think their industry experience already makes them experts on customer needs They have simplistic self defeating illusions about sales marketing financing and more They say things like I have a million dollar business idea for a new product Wake up says Adams Good ideas are not scarce they're a dime a dozen Businesses are successful not because of a unique idea but because of extraordinary execution They offer a better faster or cheaper product or service or they change the way the world solves a problem In short these entrepreneurs need just what Adams doses out in the pages of this book a good hard kick in the ass Adams debunks the myths and smashes the illusions and he knows what he's talking about because he stands at the hub of many new startups His firm AV Labs provides entrepreneurs with early financing as well as the management expertise they need to get off the ground A Good Hard Kick in the Ass offers detailed hard hitting guidance for smart sophisticated entrepreneurs and established businesspeople alike along with vivid in depth examples of companies that are walking the walk right now Adams's straightforward no nonsense approach is just what's needed in the post bubble economy From the Hardcover edition

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Creative Cross-Disciplinary Entrepreneurship D. Welsh, 2014-12-10 Creative Cross Disciplinary Entrepreneurship responds to educational demands created through dramatic changes in the nature of business by describing how to develop a cross disciplinary curriculum in

Entrepreneurship that further increases students knowledge base in specific areas of interest and the development of an entrepreneurial mindset **What Every Engineer Should Know About Starting a High-Tech Business Venture** Eric Koester,2009-01-06 Written by an experienced business lawyer in the technology scientific and engineering community this publication is for the engineer with an innovative high tech idea or concept who needs those crucial business insights and strategies to move that idea forward It offers key analysis on how to leave a current employer gain access to technologie

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Pearce,Elaine Sale,William Barrett,Lucia Clontz,Amy Peterson,John Shaeffer,2011-09-19 How to Create and Conduct Real Life Reusable Case Studies with Industry Employer Alliances and Projects Written and Endorsed by Science and Business Professionals in the Research Triangle Park in North Carolina USA Many students and university teachers are unfamiliar with the industry environment Case studies developed in collaboration with working professionals can help students and professors bridge the gap between universities and industry This book provides guidance on how to approach industry professionals and create educational alliances The strategy of establishing contact with industry employers and the process of developing and teaching case studies are described Among the case studies are examples of how to identify biomarkers and new drugs simultaneously prioritize and develop products in compliance with rules and regulations commercialize products and protect and manage the intellectual property optimize processes and technologies for manufacturing and minimize human errors in production Summary: If You Build It Will They Come? BusinessNews Publishing,2013-02-15

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product the smart way 7 8 days He takes the reader through specific steps in the process and the questions an entrepreneur should ask Added value of this summary Save time Understand the key concepts Increase your business knowledge To learn more read **If You Build It Will They Come** and discover a blueprint for savvy common sense investment **If You Build It Will They Come?** Rob Adams,2010-03-09 Know if you ll hit your targets before pulling the trigger on any marketing plan More than sixty five percent of new products are commercial failures and if you compound this with a recession now more than ever you can t afford to be wrong In **If You Build It Will They Come** business professor and strategy consultant Rob Adams shows you how to make sure you hit your target market before you spend a lot of money He shows you the fast systematic and proven approach of performing Market Validation in advance of making a large product investment Adams outlines a simple and effective market validation and testing strategy that is proven giving entrepreneurs and managers the ability to dramatically improve the prospect of product success He explains how to quickly gather information on competitors directly interview members of your target market and figure out what the market really wants to buy versus what customers say they want The steps to quickly understanding the viability of your market Where to go to gather the information needed to hit the market requirements How to follow through with the right product launched in the right way Adams cuts through the fancy terms and expensive market research that gives lots of data but no real product oriented information about usage pricing features and competitive forces In the end you ll produce results on your first release of a far more mature product shipped in a faster timeframe with features customers will actually use This book is for anyone involved with designing developing and launching new products Its examples and advice cover everything from the fledgling start up that needs their first product to work just to survive to the successful Fortune Class company establishing new worldwide markets Examples cut across all major industrial sectors including consumer retail manufacturing technology life sciences and services This book offers the step based guidance you need to make sure failure is not an option *IT SERVICES BUSINESS MANAGEMENT* DUBEY, SANJIVA SHANKAR,2012-02-11 In IT Services the businesses are managed with a customer centric approach This book through various concepts processes and stages explores the need and framework of IT Services business and how they are managed to deliver services par excellence The book comprehensively explains how ITSE IT Services Enterprises strategies are analyzed and formulated with the help of three dimensional cube customer centricity niche vs end to end offering and disruptive innovation vs gradual innovation The book further teaches that a good marketing must start with an integrative vision of the ITS Enterprise and reveals how a customer plays a dominant role in co creating IT Services It also details on the various stages of sales cycle called Sales funnel and how the sales team manages the sales opportunity s progress The concluding chapters discuss the aspects needed for the survival and growth of the ITSE firms the factors that propel growth Demand Quality of the business environment and Supply response of an enterprise It also shows how the future of the IT Services depend on the combination of Business environment Information and Communication Technology

ICT trends IT Services business model trends and IT governance trends The book is well supported with the diagrams and illustrations to explain the concepts clearly The Review Questions are also incorporated to analyze the students learning skills The book is intended for the postgraduate students of business administration MCA and MSc IT Besides the book will also be beneficial for the IT Services executives and managers **Entrepreneurship** ,2010 Summary: A Good Hard Kick in the Ass BusinessNews Publishing,2016-09-16 The must read summary of Rob Adams book A Good Hard Kick in The Ass Basic Training For Entrepreneurs This complete summary of the ideas from Rob Adams book A Good Hard Kick in The Ass shows that many aspiring entrepreneurs believe that their ideas are groundbreaking their markets are ripe and all they need is some capital and a bit of advertising and they re good to go The author points out that it is not the case it offers instead a frank reality check about what really matters in a startup It highlights a set of nine fundamentals to starting and growing a business It also pinpoints five key milestones to aim for when getting your product to market from validating the prospective market and designing a business model to lining up investors and proving the product can be made This summary demonstrates the importance of shifting your emphasis from the business model to the sales model with useful explanations of the four most common sales models used by startups If the product sells investors will back it and your company will be a success Anyone looking to start and grow a new business will appreciate the candid advice in this engaging summary Added value of this summary Save time Understand the key concepts Increase your business knowledge To learn more read A Hard Kick in the Ass and discover advice to start and grow a new business  ,2005-06-23 NO 133 A Good Hard Kick in the Ass Publishers Weekly Booklist Library Journal Copyright 2015 by Summaries Com *Engineering Your Start-up* James A. Swanson,Michael L. Baird,2003 Thinking of starting your own business in high tech Do yourself a huge favor by reading this book first The authors both veterans of many start ups address topics vital to your start up success such as Finding start up opportunities Leaving your current employer but keeping your ideas Protecting your intellectual property Managing the five critical elements of a successful start up Securing start up financing Dealing successfully with venture capitalists Writing a winning business plan Creating a management team Handling employment and compensation who to hire and how to pay them Avoiding the most common mistakes entrepreneurs make Understanding company valuation and exit strategies James Swanson and Michael Baird lay out all the basic concepts clearly step by step They demystify the start up process with frank advice insiders tips and been there examples On point case studies show you what to do and what to avoid An expanded list of resources steers you to help when you need it You ll learn what it takes for you to create and manage a start up and the personal characteristics required to be successful in your new venture In good economies and bad entrepreneurs will continue to lead the way to new markets new ventures and new technologies With this comprehensive new guide you have a great start to start up success _____ Since 1975 more than 2 million people preparing for their engineering surveying architecture LEED interior design and

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