

(Mobile library) File size: 71.Mb

Pretotype It: Make sure you are building The Right It before you build It right (English Edition)

Pretotype It

Make sure you are building the right it before you build it right



Alberto Savoia

*Third Pretotype Edition
March 2012*

Par Alberto Savoia

*DOC | *audiobook | ebooks | Download
PDF | ePub*

Dtails sur le produit Rang parmi les ventes : #251247 dans eBooksPubli le: 2012-03-11Sorti le: 2012-03-11Format: Ebook Kindle

(Mobile library) Pretotype It: Make sure you are building The Right It before you build It right (English Edition)

Par Alberto Savoia : Pretotype It: Make sure you are building The Right It before you build It right (English Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Pretotype It: Make sure you are building The Right It before you build It right (English Edition):

Download

Read Online

Description :

Prsentation de l'diteurPretotype It: Make sure you are building the right 'it' before you build 'it' right.Have you ever poured your heart, blood, sweat, tears and money to build, perfect and launch an innovative "can't miss" startup or product ... and then discovered that your "can't miss" idea turned out to be something that nobody actually wanted or needed?We call this scenario "The Innovator's Nightmare". This nightmare is something that most entrepreneurs and innovators have to deal with at some point in their career because most startups and new products fail in the market.If your new product or service fails fast and cheaply, you will have the time, resources and energy to try something else and keep trying until you have a hit. But if you've spent months and years and tons of money on a single idea that flops, you may have ran out of time, money and energy to give it another go. Pretotyping can help you avoid "The Innovator's Nightmare" by helping you make sure that your are building the right 'it' before you invest too much time and money to build 'it' right. In this book, Alberto Savoia, a successful Silicon Valley serial entrepreneur, angel investor

and former Google Engineering Director and Innovation Agitator, introduces the basic principles and tools of prototyping along with many examples. Alberto's work on prototyping has made him one of the most popular and requested Google speakers. He has given his presentation on prototyping to thousands of people not only at Google, but at Stanford and as a keynote speaker at many international conferences. Alberto's most recent seminar at the Stanford Graduate School of Business is available on YouTube (search for 'prototyping' on YouTube.) Presentation de l'auteur Prototype It: Make sure you are building the right 'it' before you build 'it' right. Have you ever poured your heart, blood, sweat, tears and money to build, perfect and launch an innovative "can't miss" startup or product ... and then discovered that your "can't miss" idea turned out to be something that nobody actually wanted or needed? We call this scenario "The Innovator's Nightmare". This nightmare is something that most entrepreneurs and innovators have to deal with at some point in their career because most startups and new products fail in the market. If your new product or service fails fast and cheaply, you will have the time, resources and energy to try something else and keep trying until you have a hit. But if you've spent months and years and tons of money on a single idea that flops, you may have ran out of time, money and energy to give it another go. Prototyping can help you avoid "The Innovator's Nightmare" by helping you make sure that you are building the right 'it' before you invest too much time and money to build 'it' right. In this book, Alberto Savoia, a successful Silicon Valley serial entrepreneur, angel investor and former Google Engineering Director and Innovation Agitator, introduces the basic principles and tools of prototyping along with many examples. Alberto's work on prototyping has made him one of the most popular and requested Google speakers. He has given his presentation on prototyping to thousands of people not only at Google, but at Stanford and as a keynote speaker at many international conferences. Alberto's most recent seminar at the Stanford Graduate School of Business is available on YouTube (search for 'prototyping' on YouTube.)