

The Ultralight Startup

The Ultralight Startup Smart Strategies for Turning an Idea into a Product or Service Cross-functional Inventory Research Hiking Light Handbook: Carry Less, Enjoy More In Business InfoWorld THE BACKPACKER'S HANDBOOK Business Communication Collins Complete Hiking and Camping Manual: The essential guide to comfortable walking, cooking and sleeping Aviation Law Reporter Business Marketing Strategy Brands and Their Companies Design News Ziff Davis Smart Business for the New Economy Business Week Flyer's Guide to Ultralights Business India Contemporary Business Communication How to Start a Home-based Mail-order Business California Business Jason L. Baptiste Jennifer Swanson Srinagesh Gavirneni Chris Townsend John J. Stallard Rick Curtis Commerce Clearing House V. Kasturi Rangan Jim Richard Campbell Scot Ober Georganne Fiumara

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when i was first starting out i had to learn many things by trial and error and i know i could have saved myself a lot of grief if someone had given me advice on what to do i hope this book will help and inspire you to pursue your passion while avoiding some of the mistakes i made it s easier than ever before to launch a startup but in a world where barriers to entry are virtually nonexistent and everyone wants to be the next facebook competition is fierce if you re just beginning and lack the money and clout to make an automatic splash how do you differentiate yourself from all the rest jason baptiste knows firsthand what it takes after launching his first company while still in college he cofounded his current venture onswipe in his early twenties turning it into a multimillion dollar company in less than a year now drawing on his own experience as a

bootstrapping but hungry entrepreneur as well as on examples from today's most famous companies he guides would be tech moguls through every stage of the process from testing a concept to acquiring customers to determining the best pricing model in a cheap practical way among his strategies build the product you wish you had four square founder dennis crowley created an early version of his product because he wanted to keep in touch with former colleagues it doesn't have to be sexy to make money dropbox took the world by storm by offering a great solution to a mundane problem online storage be bold when promoting yourself online payment service wepay capitalized on dissatisfaction with industry leader paypal by dumping six hundred pounds of ice in front of a developer conference attract fans to attract customers budget tracking site mint.com created its initial user base by offering original and useful content about personal finance baptiste shows you don't need an mba a trust fund or even experience running your own company to become a star in the tech world the ultralight startup is a comprehensive easy to follow guide that will prepare any entrepreneur to take his or her idea to the next level

turning an idea into a product or service takes dedication and perseverance but the best part is anyone can do it this savvy volume presents practical ways for becoming an entrepreneur and starting a business including researching ideas products and services as well as compiling a business plan and details to include in it market research and testing calculating start up costs finding funds for investment in the business keeping costs under control patent protection insurance manufacturing costs and building on service licensing hiring employees advertising including internet marketing keeping up with demand and maintaining focus on a thriving business

joe thomas is a true renaissance academic who has integrated research teaching practice and leadership he's advised numerous companies through board positions and consulting engagements his research has identified and focused on real issues in operations management like overcoming the dark side of worker flexibility and other aspects of the human component of operations and he has then incorporated research findings into his teaching including cases on issues like global operations that we can all benefit from joe is so admired by his colleagues that they chose him to lead the johnson school as dean joe is a model and an inspiration for all of us this book with its emphasis on cross functional approaches to inventory management is an excellent way to honor joe on his retirement marshall l fisher university of pennsylvania joe thomas is one of the grand masters in our field of operations management i will always remember him fondly as someone who has accomplished so much with such a high status in our profession and yet at the same time a humble warm and gentle scholar in my early student days i read of joe's work in multi echelon inventory systems he has made deep

contributions in manufacturing and distribution network designs and operations management before the term supply chain management became popular he is also one of the early scholars in operations management who recognized and promoted the importance of looking at manufacturing and operations as a strategy for a firm i have learned a great deal from both his writings and from interactions with him face to face of course joe has also been serving our community as an editor and through professional society leadership i had first hand experience from his editorship directly since he processed some of the papers that i published that experience also taught me how to have high standards be encouraging and be generous in giving advice and inputs in the editorial process as a junior researcher at the time such editorial support was both helpful and served as a great model as a senior colleague joe has always treated me as a friend making me feel comfortable and easy to exchange with him over the years many of our colleagues have benefited tremendously from his mentorship and support while he is a very serious researcher and holds very high standards in his work joe s personality radiates warmth and energy to those around him and then he adds humor at the right time i will never forget when joe led all of us at a conference honoring the retirement of el buffa to sing a song with lyrics that he composed himself titled just in time the lyrics contained lessons in a very funny way joe is a pioneer in research as well as in teaching and practice that connected inventory management to other business functions such as human resources marketing finance and accounting thus with its emphasis on cross functional inventory research this book is an excellent way to honor him on his retirement it is a privilege for us to recognize and celebrate with him all he has done for our profession hau I leestanford universitycross functional inventory research details path breaking analytical empirical and behavioral operations management research that interfaces inventory with the business functions of human resources finance accounting information technology and globalization for about fifty years inventory research was conducted with a silo mentality with assumptions of exogenous pricing price independent demand distribution rational human decision making and lack of information sharing over the past few years there is increased realization that this kind of analysis and thinking will not be useful for the modern business world this has motivated inventory researchers to reach across different business functional areas such as finance marketing human capital and information technology and identify research questions that are more appropriate for the modern complex data driven business environments cross functional inventory research contains path breaking research developments in cross functional inventory research the methodologies applied to answer these research questions cover the complete gamut of empirical analytical and behavioral approaches

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