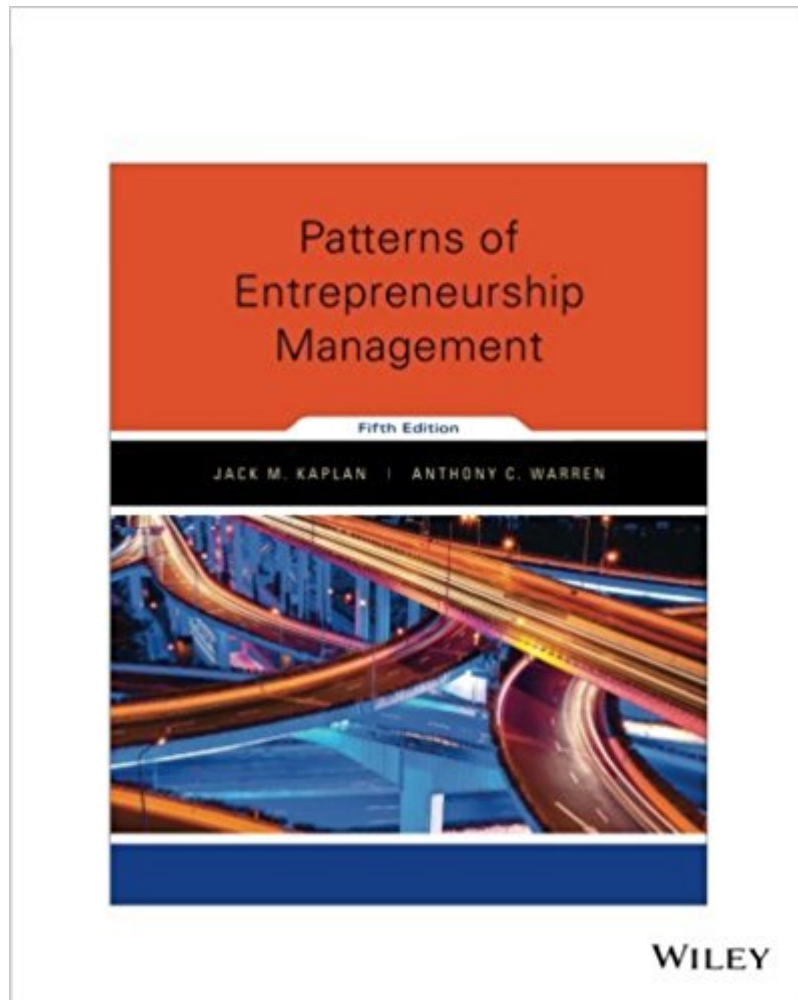




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# Patterns Of Entrepreneurship Management



## Synopsis

Patterns of Entrepreneurship Management is the essential road-map for anyone interested in starting a new business. This text is infused with the authors' experience teaching, writing, and launching successful ventures and challenges students with real situations and examples on which they can practice the broad range of skills required to start and build a company in today's complex world.

## Book Information

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## Customer Reviews

I took professor Kaplan's Entrepreneurship class at the Columbia Law School. Great guidance for beginning entrepreneurs, could be also useful for experienced businessmen. Professor Kaplan has a rich entrepreneurship experience and I highly recommend this textbook.

This book is an absolute must read for anyone considering Entrepreneurship or one that has already taken the plunge and is building a business. Many of the organizational structures outlined in this book - centered on the lean startup methodology - I use in my daily work as a startup Founder & CEO. The book does a fantastic job covering the business model canvas, which we still use to a considerable degree, and other concepts such as the decline of VC as a source of funds, MVP and how to iterate, and pivoting with the short business plan. Additionally, the book includes a vast array of cases and exercises that you really can't find elsewhere, particularly with this degree of detail. The cases crystallize how to apply these critical concepts in order to learn from customer development and interaction with MVPs. It is especially useful for those with little to no experience in

entrepreneurship as it is a fundamentally different way of thinking and doing. As I've been living and breathing this stuff for the last few years I can confidently say that lean startup and its methods are critical when it comes to real-life execution. I highly recommend reading this book and using it for years to come.- Jeff Witten, CEO Coin Out

I am an Ivy league law student and I used the book in a class on entrepreneurship and advising start-ups. In short, the book was a precious companion to support the course and I also highly recommend it to inexperienced entrepreneurs. It was useful to me because, never seriously faced with the challenges of entrepreneurship, I had an incomplete view of the process. The authors explain the entire operation of creating a start-up, giving many practical examples (using personal experience, famous examples or general patterns) in a succinct, well-structured and enjoyable way. It can thus be read either face-to-face or used to look up specific answers during the entrepreneurial journey. Aside helping entrepreneurs and founders with better understanding their undertaking, the book also highlights common mistakes and provides very practical and hands-on advice such as “Where should I incorporate my company? Under what form? Can I start my company while still continuing my current job? And what are intellectual rights? When do I need to start thinking about these questions and when should I get help?” In conclusion, it is a useful guidebook, for students and entrepreneurs alike, and a great introduction into the topic.

Jason Stieg - Managing Director - Penn State Smeal Executive MBA program. As Managing Director of a top Executive MBA program, it is amazing to see when the real world meets academia head on. Professor Kaplan does an amazing job of balancing his experiences as a successful entrepreneur and world class academic. At the intersection lies an easily digestible text that is a must have for both new and experienced entrepreneurs trying to launch new ventures in today's complex and ever changing business environment. Going through this text gave me the feeling of my own MBA days, and certainly got my own entrepreneurial juices flowing. It is tough to make it through the book without being excited about one or two of your own ideas! Overall, a great read and highly recommended.

This book is an excellent resource with some standout features you won't find so clearly laid out in any other book. Notably, the book includes a section on the Business Model Canvas and its nine fundamental building blocks, which is a methodology that helps you think through the business

model for your idea without committing vast amounts of time and resources to a full blown business plan. It provides tools to analyze your current idea, realize when you may need to pivot, adjust your idea or innovate further. As the founder of the book's business start-up example I was able to use the tools this book provides to work through the process of refining the Business Model Canvas to arrive at a usable, well thought out and actionable final product. The business model canvas pushes you to drill down and really understand what value you are creating and offering to your customers; the value proposition. Through customer interviews, talking to suppliers, distributors and competitors, and development and testing of the MVP, the business model canvas becomes the blueprint for your business idea! This section and many others provide readers with valuable knowledge, insight and tools to start using today and also to carry forward with you in the future. This is a book not to be missed!

This book is an absolute must read for anyone considering Entrepreneurship or one that has already taken the plunge and is building a business. Many of the organizational structures outlined in this book - centered on the lean startup methodology - I use in my daily work as a startup Founder & CEO. The book does a fantastic job covering the business model canvas, which we still use to a considerable degree, and other concepts such as the decline of VC as a source of funds, MVP and how to iterate, and pivoting with the short business plan. Additionally, the book includes a vast array of cases and exercises that you really can't find elsewhere, particularly with this degree of detail. The cases crystallize how to apply these critical concepts in order to learn from customer development and interaction with MVPs. It is especially useful for those with little to no experience in entrepreneurship as it is a fundamentally different way of thinking and doing. As I've been living and breathing this stuff for the last few years I can confidently say that lean startup and its methods is a MUST when it comes to real-life execution. I highly recommend reading this book and using it for years to come.- Jeff Witten, CEO Coin Out

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