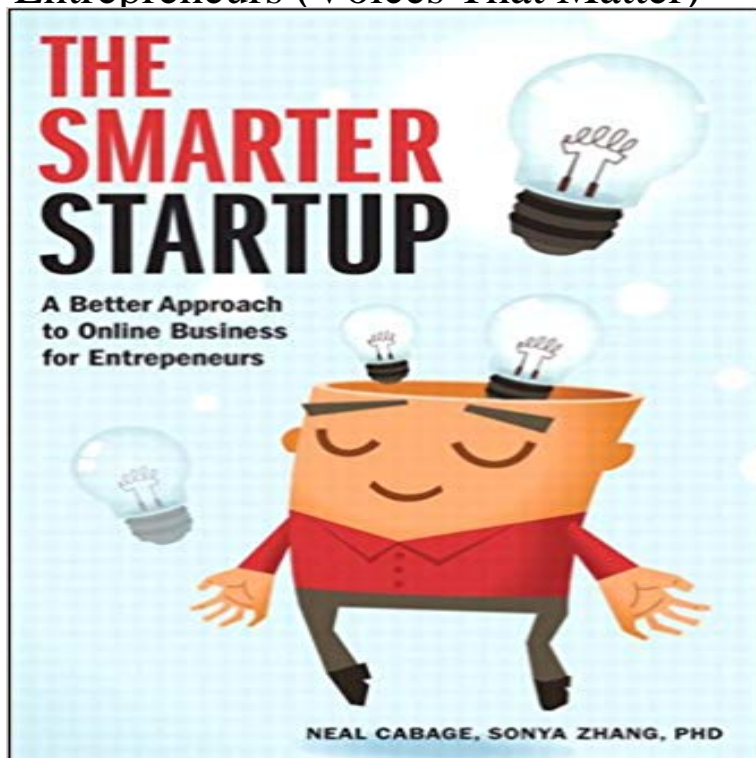


## The Smarter Startup: A Better Approach to Online Business for Entrepreneurs (Voices That Matter)



Why do some startups succeed while other do not? In a maturing online market, the cost of product development has fallen as quickly as competition has risen, and building a viable product is no longer enough. In this new reality, entrepreneurs must take a smarter, more strategic approach. In this book we will discuss: Why some entrepreneurs are luckier than others How to anticipate success or failure before you begin Why timing is everything for a startup Strategic positioning to beat the competition Building a business that cannot be commoditized Methods for Improving user engagement and profits This book was written by Neal Cabage and Sonya Zhang, PhD after years of discussing and studying why some startups succeed. By combining known academic models with personal insights from building and selling two online startups - the authors answer the question of why some startups are more successful than others, in order to help entrepreneurs reduce the risk of starting an online business.

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