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Trifork sponsors GOTO Copenhagen, Denmark's largest software development conference. However, this year, GOTO Copenhagen kicks off with a business track - the Lean Startup Way. More and more companies, regardless of size, are adopting design thinking and Lean Startup techniques when testing new ideas or tackling new problems.

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If Chris Cooper has a superpower, it's the ability to make mistakes faster than anyone else. Fortunately, none have been fatal, and they can help OTHER gym owners build happier lives. Chris brings a "big picture" perspective unmatched by anyone else in the industry. After thousands of hours spent one-on-one with gym owners, hundreds of blog posts and more interviews than he can recall, Chris shares his best lessons in the second edition of "Two-Brain Business." From Australia to Europe to North America, these are what Chris' clients--some of the best gyms in the world--are doing RIGHT. This is the follow-up to Two-Brain Business, one of the most popular fitness business books of all time. But its content is all new, with fresh stories, smart ideas and proven tactics. www.twobrainbusiness.com

Everybody knows that digital technology has revolutionised our economy and our lifestyles. But how many of us really understand the drivers behind the technology - the significance of going digital; the miniaturization of circuit boards; the role of venture capital in financing the revolution; the importance of research and development? How many of us understand what it takes to make money from innovative technologies? Should we worry about manufacturing going offshore? What is the role of India and China in the digital economy? Drawing on a lifetime's experience in the industry, as an engineer, a senior manager and as a partner in a venture capital firm, Henry Kressel offers an expert personalized answer to all these questions. He explains how the technology works, why it matters, how it is financed and what the key lessons are for public policy.

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

With the competitiveness of firms in an open and integrated world environment increasingly reliant on technological capability, universities are being asked to take on a growing role in stimulating economic growth. Beyond imparting education, they are now viewed as sources of industrially valuable technical skills, innovations, and entrepreneurship. Developed and developing countries alike have made it a priority to realize this potential of universities to spur growth, a strategy that calls for coordinated policy actions.

You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. What do Apple, Starbucks, Dyson and Pret a Manger have in common? How do they achieve spectacular growth, leaving behind former tried-and-true brands to gasp their last? The old checklist of P's used by marketers - Pricing, Promotion, Publicity - aren't working anymore. The golden age of advertising is over. It's time to add a new P - the Purple Cow. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. In his new bestseller, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for anyone who wants to help create products and services that are worth marketing in the first place.

The Challenge of Democracy takes the measure of democracy by exploring the past, the present and the prospects of democratic societies, topics touched upon by Francis Fukuyama, Samuel Huntington, Amitai Etzioni, Fareed Zakaria among many others. The authors extensive extramural experience sets the book apart from most academic treatises. Instead of focusing on a few aspects of contemporary civilization, he offers a catholic interpretation of the ways of the world, which subsumes previous attempts to understand the constraints and freedoms of our future. The future of humanity is as ever precarious, dependent on our moral capital which concurs with a virtuous circle of democratic values, institutions and practices. The voluntary cooperation between tens or hundreds of millions of basically egotistical individuals in a democratic society is nothing short of the miraculous, and it should be no surprise that it does not always work. Democracy has failed repeatedly outside its core countries. When we move into the next phase of democratic development, our worst enemy will be complacency. The Challenge of Democracy presents a penetrating analysis of the democratic predicament the historic ties, the driving forces, the threats and opportunities. The personal recollections of the author enliven the text. He combines the different aspects of his subject matter into a coherent worldview, mapping out the dangers ahead. The book proffers both dependable charts and a moral compass for navigating a turbulent future. The outcome is in no way preordained, but depends on every one of us our good will and sense of fair play.

A popular blogger, career coach and author of Escape from Cubicle Nation explains how to promote and rebrand your skills by making connections between your various, current job positions, which likely include company jobs combined with part-time, freelance and volunteer work. Original.

Entrepreneurs who need to find the solutions to key challenges will turn to Bygrave. Entrepreneurship, 3rd Edition explores the trials and tribulations of

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entrepreneurship so that they will have the necessary tools to start their own businesses. It offers coverage on social enterprises and ethics due to the rise in green trends and corporate scandals. A chapter on entrepreneurial selling that examines how to sell to multiple stakeholders is included in this text, as well as case studies that provide relevant views. Up-to-date examples and references provide entrepreneurs with the most useful information.

Entrepreneurship, Canadian Edition combines the concepts and theories of entrepreneurship with practical instruction and a range of real-life examples and cases. The concepts cover what aspiring entrepreneurs need to know to start and grow their businesses while the examples and cases tell the stories of real entrepreneurs. The text covers all stages of the entrepreneurial process from searching for an opportunity to shaping it into a commercially attractive product or service, launching the new venture, and building it into a viable business. Canadian author and successful entrepreneur, Dr. Sean Wise of Ryerson University, is highly regarded in the industry and believes that students can learn from top entrepreneurs in Canada, as well as the U.S. and globally. Dr. Wise is the host of The Naked Entrepreneur Show, a web based series devoted to the topic that features interviews with entrepreneurs and those involved in entrepreneurship. Clips from the show are mapped to concepts in the text, making the text more engaging, relevant, and current.

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