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More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The Startup Owners Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

The Payroll Book is the only book that demystifies payroll with clear, concise, and real-world examples

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on how to tackle the process. "The Payroll Book will be a valuable resource for the small business owner as well as for the entrepreneur planning a new venture. Thorough, well-organized, and thoughtfully written, this practical guide is an essential tool for managing the payroll process." –Marilyn K. Wiley, Dean, College of Business, University of North Texas "Failing to comply with the withholding, tax remittance, and report filing requirements in handling business payroll carries a high cost. Charles' book will guide entrepreneurs through the minefields of payroll processing and reporting in language that business owners can understand. Whether you already own or are planning to start your own business, The Payroll Book is an essential tool." –James A. Smith, Past President and Chairman, Texas Society of CPAs "If accounting is something you have not paid keen attention to in your startup, then this book can demystify the whole thing for you and then some! Logically set-up and highly practical in its approach! I highly recommend this book for any startup, entrepreneur, and, frankly, anyone thinking about starting a business. That said, if you already started a business it's just as important—this is a must-read!" –Hubert Zajicek, CEO, Co-founder and Partner, Health Wildcatters "Wow! This is the most comprehensive book of its kind. I have worked in payroll for over 25 years, and I would recommend this book as a reference to anyone who has a hand in payroll. From the novice just entering the field to the seasoned veteran, there is something in this book for everyone." –Romeo Chicco, President, PayMaster

Super Founders uses a data-driven approach to understand what really differentiates billion-dollar startups from the rest—revealing that nearly everything we thought was true about them is false! Ali Tamaseb has spent thousands of hours manually amassing what may be the largest dataset ever collected on startups, comparing billion-dollar startups with those that failed to become one—30,000 data points on nearly every factor: number of competitors, market size, the founder's age, his or her university's ranking, quality of investors, fundraising time, and many, many more. And what he found looked far different than expected. Just to mention a few: Most unicorn founders had no industry experience; There's no disadvantage to being a solo founder or to being a non-technical CEO; Less than 15% went through any kind of accelerator program; Over half had strong competitors when starting—being first to market with an idea does not actually matter. You will also hear the stories of the early days of billion-dollar startups first-hand. The book includes exclusive interviews with the founders/investors of Zoom, Instacart, PayPal, Nest, Github, Flatiron Health, Kite Pharma, Facebook, Stripe, Airbnb, YouTube, LinkedIn, Lyft, DoorDash, Coinbase, and Square, venture capital investors like Elad Gil, Peter Thiel, Alfred Lin from Sequoia Capital and Keith Rabois of Founders Fund, as well as previously untold stories about the early days of ByteDance (TikTok), WhatsApp, Dropbox, Discord, DiDi, Flipkart, Instagram, Careem, Peloton, and SpaceX. Packed with counterintuitive insights and inside stories from people who have built massively successful companies, Super Founders is a paradigm-shifting and

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actionable guide for entrepreneurs, investors, and anyone interested in what makes a startup successful.

Frankly in Love meets Shark Tank in this feel-good romantic comedy about two entrepreneurial Korean American teens who butt heads—and maybe fall in love—while running competing Korean beauty businesses at their high school. There's nothing Valerie Kwon loves more than making a good sale. Together with her cousin Charlie, they run V&C K-BEAUTY, their school's most successful student-run enterprise. With each sale, Valerie gets closer to taking her beloved and adventurous halmeoni to her dream city, Paris. Enter the new kid in class, Wes Jung, who is determined to pursue music after graduation despite his parents' major disapproval. When his classmates clamor to buy the K-pop branded beauty products his mom gave him to "make new friends," he sees an opportunity—one that may be the key to help him pay for the music school tuition he knows his parents won't cover... What he doesn't realize, though, is that he is now V&C K-BEAUTY's biggest competitor. Stakes are high as Valerie and Wes try to outsell each other, make the most money, and take the throne for the best business in school—all while trying to resist the undeniable spark that's crackling between them. From hiring spies to all-or-nothing bets, the competition is much more than either of them bargained for. But one thing is clear: only one Korean business can come out on top.

A study of three Amish homesteads: one in Lancaster County, Pennsylvania, one in Holmes County, Ohio, and one in LaGrange County, Indiana. Scott examines the history and cultural development of a typical Amish house and barn, one in each of the three largest Amish communities in North America. Home is the center of Amish life and most life events: birth, marriage, daily work and play, retirement, and even death happen there. Stephen Scott explores the history and cultural development of three Amish homesteads, each of which has been occupied by the current family of residence for at least four generations. The Stoltzfus Farm of Lancaster County, Pennsylvania, the Yoder-Miller Farm of Holmes County, Ohio, the Bontrager-Miller Farm of LaGrange County, Indiana. Amish Houses and Barns also includes a photographic essay of typical Amish architecture in each of the three communities. Its numerous anecdotal stories, "Barn Fire," "The Farm Is Strip-Mined," and "Amish Style Graffiti", enhance the human story.

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the

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practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need The Four Steps to the Epiphany. Essential reading for anyone starting something new. The Four Steps to the Epiphany was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

It doesn't matter how old you are or where you're from; you can start a profitable business. The Young Entrepreneur's Guide to Starting and Running a Business will show you how. Through stories of young entrepreneurs who have started businesses, this book illustrates how to turn hobbies, skills, and interests into profit-making ventures. Mariotti describes the characteristics of the successful entrepreneur and covers the nuts and bolts of getting a business up, running and successful.

"Based on the highly acclaimed NPR podcast, How I Built This with Guy Raz, this book offers priceless insights and inspiration from the world's top entrepreneurs on how to start, launch, and build a successful venture"--

Talking to Humans is a practical guide to the qualitative side of customer development, an indispensable skill for vetting and improving any new startup or innovation. This book will teach you how to structure and run effective customer interviews, find candidates, and turn learnings into action.

A "guide to podcasting featuring step-by-step advice on how to find a unique topic, tell the best stories, and engage the most listeners, as well as the secrets that will take your pod to the next level"--Publisher marketing.

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