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The First Mile: A Launch Manual for Getting Great Ideas into the Market

Scott D. Anthony

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Scott D. Anthony : The First Mile: A Launch Manual for Getting Great Ideas into the Market before purchasing it in order to gauge whether or not it would be worth my time, and all praised The First Mile: A Launch Manual for Getting Great Ideas into the Market:

0 of 0 people found the following review helpful. Wonderful Book. Clears misconception about Innovation By Pramod I am someone who cannot read a book more than once, I get distracted really fast. But I must admit, this book was so wonderfully written that it made me read it twice. Whenever I read business books it was more about theoretical

concepts which could not be translated into what I do for my clients. However, this book has a very good balance of theory and application. We all think innovation is about big bang ideas and forget it there. Rarely do we go ahead and execute them, but Scott Anthony has articulated really well about ways to not stop at just ideation but given a framework and process around execution. Large corporations are scared of spending a lot without outcomes, but the iterative approach, testing and learning, getting creative with testing both the idea and solution in this book gives a better approach to allay the fear. Not many of us take the pain of going through the process of customer development. I think this book is a natural extension to Steve Blank's book on Customer Development. The concepts in the book is versatile in that it can be applied to both small and large organizations including startups. At times things can be really difficult to digest in books. Scott Anthony has done a wonderful job of simplifying things and always looks to tell a story around a concept he wants to convey. Indian Philosopher Chanakya said "Learn from the mistakes of others... you can't live long enough to make them all yourselves!!", hence there are ample examples of companies who have succeeded or failed to tell us what to do and what not to do. Also, the best part was giving us access to frameworks which can be used for our daily work. I'd recommend this book to any business student or professional. Cons: I have one feedback though. I wish the book would have been a little colorful in terms of pictures like the Business Model Generation book by Alexander Osterwalder.

3 of 3 people found the following review helpful. Great book, great info and tools
By Garry Floyd
This book is very helpful for those initial ideas, and if they are really worth proceeding with. Of course all businesses are different, but this book gives you the tools and steps to take to verify if your idea is a money maker or a money taker. I will probably reference this book for every new idea that I have in the future.

0 of 0 people found the following review helpful. Intrapreneurship and Entrepreneurship lessons
By Andrew D. Wimpenny
In The First Mile, Scott Anthony creates a fantastic roadmap for both the entrepreneur and the intrapreneur. As I am currently the latter, I found his insights to be on point as I work towards massive change within my team and our new joint venture. Anthony addresses the key issues of getting past that first mile but also explains the 25.2 that remain in a marathon. An intriguing read and the first book that I have marked up, highlighted, and turned pages down in a good ten years. Excellent advice and a fascinating read.

You have a great idea, now what? That first mile where an innovation moves from an idea on paper to the market is often plagued by failure. In fact, less than one percent of ideas launched by big companies end up having real impact. The ideas aren't the problem. It's the process. The First Mile focuses on the critical moment when an innovator moves from planning to reality. It is a perilous place where hidden traps snare entrepreneurs and roadblocks slow innovators inside large companies. In this practical and enlightening manual, strategic adviser Scott Anthony equips innovators with new tools, questions, and examples to speed through this crucial early stage of innovation.

You'll learn: How to evaluate your ideas' strengths and weaknesses using the DEFT process: Document, Evaluate, Focus, and Test
Fourteen recipes from an experiment cookbook to gain confidence in your idea or business
Why spinouts, wrong turns, and other challenges commonly trip up innovation and the practical strategies you can use to avoid them
Why innovators need to seek chaos in an age of constant change and other essential leadership skills

Drawing on his decade of experience as an innovation adviser and investor, Anthony describes hard-won lessons from disruptive start-ups and global giants alike. The First Mile will give you the knowledge and confidence to travel this perilous but ultimately promising terrain. The first mile can be a scary place, but you don't have to traverse it alone. This book can help.