Groupons Biggest Deal Ever

The Revolutionary Sales Approach Scientifically Proven to Dramatically Improve Your Sales and Business Success Blending cutting-edge research in social psychology, neuroscience, and behavioral economics, The Science of Selling shows you how to align the way you sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld's evidence-based approach connects the dots between science and situations salespeople and business leaders face every day to help you consistently succeed, including proven ways to: - Engage buyers' emotions to increase their receptiveness to you and your ideas - Ask questions that line up with how the brain discloses information - Lock in the incremental commitments that lead to a sale - Create positive influence and reduce the sway of competitors - Discover the underlying causes of objections and neutralize them - Guide buyers through the necessary mental steps to make purchasing decisions Packed with advice and anecdotes, The Science of Selling is an essential resource for anyone looking to succeed in today's cutthroat selling environment, advance their business goals, or boost their ability to influence others. **Named one of The 20 Most Highly-Rated Sales Books of All Time by HubSpot A groundbreaking book that boldly claims the key to success in business is not talent, connections, or ideas, but the ability to persuade people to take a chance on potential. No one ever makes it alone. But how come some people can get investors to believe in their ideas while others—sometimes with even better ideas—fall flat? What is it about certain people that make us want to take a bet on them? What is it that makes them backable? As it turns out, it's not what you think. Backability is not driven by having the best experience, the finest pedigree, or the most innovative ideas. In fact, many highly successful people are backed long before they are qualified. We tend to view these people as lucky. But the decision to back them is neither an accident nor a mistake, and rarely the result of good luck. Drawing from his own business experience, countless interviews with some of tech's biggest innovators, and compelling case studies of classic success stories like Howard Schultz and Elon Musk, Gupta breaks down the six qualities of backable people that get others to take a bet on them. Backable pulls back the curtain on the illusive x factor that some people just seem to have and instead offers concrete tools like crafting the right pitch and appropriately scaling a project's vision. Anyone from aspiring entrepreneurs to start up stars can master these skills and jumpstart their next big idea.

Covers cutting-edge techniques for small and large businesses alike. Author is an in-demand consultant with strong media connections.

Bringing to life the stories behind the world's most successful digital businesses, How They Started Digital showcases profiles from gaming companies to social media brands. Giving insight and inspiration, each profile reveals how each idea

originated and became the success it is today.

Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard. For every startup that grows to the point where it can go public or be profitably acquired, hundreds of others sputter and die. Smart entrepreneurs know that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise. It's how consistently you can grow and acquire new customers (or, for a free service, users). That's called traction, and it makes everything else easier—fund-raising, hiring, press, partnerships, acquisitions. Talk is cheap, but traction is hard evidence that you're on the right path. Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot). You'll learn, for example, how to: ·Find and use offline ads and other channels your competitors probably aren't using ·Get targeted media coverage that will help you reach more customers ·Boost the effectiveness of your email marketing campaigns by automating staggered sets of prompts and updates ·Improve your search engine rankings and advertising through online tools and research Weinberg and Mares know that there's no one-size-fits-all solution; every startup faces unique challenges and will benefit from a blend of these nineteen traction channels. They offer a three-step framework (called Bullseye) to figure out which ones will work best for your business. But no matter how you apply them, the lessons and examples in Traction will help you create and sustain the growth your business desperately needs.

"Like any Silicon Valley startup, the business of life is not as glamorous as its Instagram account would make it seem. What do you do when planning is not an option? When control is out of your reach? You isolate the small stuff, experiment constantly, and use the results to lay a more sustainable foundation for the future. You validate your idealized vision by testing it out in bite-sized increments ... And inevitably, you experience a series of failures along the way, but those failures are key to your next success. Living a startup life is about maximizing flexibility and measuring on-going results, not avoiding failure or reaching one particular end goal. It's about embracing defeat, analyzing it, and failing up""--

This book represents the first comprehensive investigation of the role of emotional intelligence in promoting innovation in the organizational context. Offering emerging insights into the human side of innovation. This book highlights how it has become strategically important for firm innovativeness to identify and evaluate those behavioral competencies that enable entrepreneurs and professionals to generate different types of innovation (product, process, marketing, organizational and strategic innovation). It illustrates a classification of

behavioral competencies for innovation and provides empirical evidence collected through the application of the competency-based methodology to a sample of entrepreneurs and new product development teams. This book provides practical policy and managerial implications on how to develop and evaluate behavioral competencies in the higher education and organizational settings in order to foster individual innovation capacity.

Groupon's Biggest Deal EverThe Inside Story of How One Insane Gamble, Tons of Unbelievable Hype, and Millions of Wild Deals Made Billions for One Ballsy JokerSt. Martin's Press

How to make simple sense of complex statistics--from the author of Numbers Rule Your World We live in a world of Big Data--and it's getting bigger every day. Virtually every choice we make hinges on how someone generates data . . . and how someone else interprets it--whether we realize it or not. Where do you send your child for the best education? Big Data. Which airline should you choose to ensure a timely arrival? Big Data. Who will you vote for in the next election? Big Data. The problem is, the more data we have, the more difficult it is to interpret it. From world leaders to average citizens, everyone is prone to making critical decisions based on poor data interpretations. In Numbersense, expert statistician Kaiser Fung explains when you should accept the conclusions of the Big Data "experts"--and when you should say, "Wait . . . what?" He delves deeply into a wide range of topics, offering the answers to important questions, such as: How does the college ranking system really work? Can an obesity measure solve America's biggest healthcare crisis? Should you trust current unemployment data issued by the government? How do you improve your fantasy sports team? Should you worry about businesses that track your data? Don't take for granted statements made in the media, by our leaders, or even by your best friend. We're on information overload today, and there's a lot of bad information out there. Numbersense gives you the insight into how Big Data interpretation works--and how it too often doesn't work. You won't come away with the skills of a professional statistician. But you will have a keen understanding of the data traps even the best statisticians can fall into, and you'll trust the mental alarm that goes off in your head when something just doesn't seem to add up. Praise for Numbersense "Numbersense correctly puts the emphasis not on the size of big data, but on the analysis of it. Lots of fun stories, plenty of lessons learned—in short, a great way to acquire your own sense of numbers!" Thomas H. Davenport, coauthor of Competing on Analytics and President's Distinguished Professor of IT and Management, Babson College "Kaiser's accessible business book will blow your mind like no other. You'll be smarter, and you won't even realize it. Buy. It. Now." Avinash Kaushik, Digital Marketing Evangelist, Google, and author, Web Analytics 2.0 "Each story in Numbersense goes deep into what you have to think about before you trust the numbers. Kaiser Fung ably demonstrates that it takes skill and resourcefulness to make the numbers confess their meaning." John Sall, Executive Vice President, SAS Institute

"Kaiser Fung breaks the bad news—a ton more data is no panacea—but then has got your back, revealing the pitfalls of analysis with stimulating stories from the front lines of business, politics, health care, government, and education. The remedy isn't an advanced degree, nor is it common sense. You need Numbersense." Eric Siegel, founder, Predictive Analytics World, and author, Predictive Analytics "I laughed my way through this superb-useful-fun book and learned and relearned a lot. Highly recommended!" Tom Peters, author of In Search of Excellence

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 Owner's 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.

Hundreds of millions of Americans are using social media (SM), and already some 70% of businesses have joined them there, using Facebook and other SM platforms to connect with their customers, and attract new ones. So the real question isn't whether to take your business onto social media platforms—but how to do it quickly, effectively, on a budget, with smart goals, and a road map for success. Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program cuts through the hype and fluff about how social media is changing the world, and it gets down to what really matters: How you as a manager can best use SM to benefit your business. Written by a veteran online marketer and ecommerce professional, the book shares practical strategies and tactics to let you launch and scale a successful corporate social media program. Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program is for the manager who already knows something about social media and wants to roll up his or her sleeves and get down to business. In it, we simplify tasks that might otherwise be complicated—like adopting and tracking key performance metrics, developing online ad campaigns, or creating Facebook apps like games, giveaways and sweepstakes with the capacity to go viral. Businesses can harness the unique advantages of this new medium, but they need a practical, no-nonsense guide like this one. Otherwise they risk being ignored, wasting time and money or, even worse, damaging their own brand and seeing a well-intentioned online program blow up. The book is heavy on the how-to, case studies, campaign results and other statistics, and interviews with ecommerce managers at businesses large and small. It also includes the author's own experiences at Green Mountain Coffee Roasters, Wine of the Month Club, and others. While this book will be accessible enough for someone implementing a social media program for the first time, it's ambitious enough to benefit experienced SM hands who are looking for good ideas and techniques to push their online community to the next level of size, interactivity, and

buzz.

This edited book examines the challenges and opportunities arising from today's sharing economy from an operations management perspective. Individual chapter authors present state-of-the-art research that examines the general impact of sharing economy on production and consumption; the intermediary role of a sharing platform; crowdsourcing management; and context-based operational problems. Sharing economy refers to a market model that enables and facilitates the sharing of access to goods and services. For example, Uber allows riders to share a car. Airbnb allows homeowners to share their extra rooms with renters. Groupon crowdsources demands, enabling customers to share the benefit of discounted goods and services, whereas Kickstarter crowdsources funds, enabling backers to fund a project jointly. Unlike the classic supply chain settings in which a firm makes inventory and supply decisions, in sharing economy, supply is crowdsourced and can be modulated by a platform. The matching-supply-with-demand process in a sharing economy requires novel perspectives and tools to address challenges and identify opportunities. The book is comprised of 20 chapters that are divided into four parts. The first part explores the general impact of sharing economy on the production, consumption, and society. The second part explores the intermediary role of a sharing platform that matches crowdsourced supply with demand. The third part investigates the crowdsourcing management on a sharing platform, and the fourth part is dedicated to context-based operational problems of popular sharing economy applications. "While sharing economy is becoming omnipresence, the operations management (OM) research community has begun to explore and examine different business models in the transportation, healthcare, financial, accommodation, and sourcing sectors. This book presents a collection of the state-of-the-art research work conducted by a group of world-leading OM researchers in this area. Not only does this book cover a wide range of business models arising from the sharing economy, but it also showcases different modeling frameworks and research methods that cannot be missed. Ultimately, this book is a tour de force – informative and insightful!" Christopher S. Tang Distinguished Professor and Edward Carter Chair in Business Administration UCLA Anderson School of Management

This practical guide can help any business or organization make sense of the social media buzz and build a successful online community. • Offers in-depth, how-to advice on the four major social media platforms of interest to most businesses and explores corporate blogging • Shares both social media success stories and cautionary examples of real-world social media efforts gone awry • Explores the future of social media marketing

"Great retailers are great at service. No exceptions. This book offers a wealth of insight into delivering excellent retail service." ---Leonard L. Berry, Distinguished Professor of Marketing, N.B Zale Chair in Retailing and Market Leadership, Mays Business School, Texas A&M University "With a growing understanding of service as a phenomenon and perspective of business and marketing, retailers are increasingly seeing the need to transform from distribution of products to service providers. This book includes considerable insight regarding the importance of the service perspective and how it can be implemented in retailing." --Christian Grönroos, Professor of Service and Relationship Marketing, CERS Centre for Relationship Marketing and Service Management, Hanken School of Economics, Finland "Consisting of chapters written by leading scholars in service management and retailing from around the world, this comprehensive book offers rich insights for how retailers can excel and achieve sustainable competitive advantage by invoking and implementing service management principles. This enlightening book is a valuable resource for students, researchers and practitioners with an interest in retailing." --A. "Parsu" Parasuraman, Professor of Marketing & The James W. McLamore Chair, School of Business Administration, University of Miami Coral Gables, Florida "Service excellence and service innovation are critical for success in today's competitive retail marketplace. Service Management: The New Paradigm

in Retailing provides a contemporary and transformative lens for accomplishing these essential goals." --Mary Jo Bitner, Professor, Director Center for Services Leadership, W.P. Carey School of Business, Arizona State University

Presents 50 fun, creative, and cost-effective fundraising strategies from schools across the country and includes savvy organizing tips, guidance on ethical issues, and advice for avoiding mishaps.

THE NEW YORK TIMES AND USA TODAY BESTSELLER! The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE. A friend's recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther and faster than ever before. Likeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word. Praise for Likeable Social Media: Dave Kerpen's insights and clear, how-to instructions on building brand popularity by truly engaging with customers on Facebook, Twitter, and the many other social media platforms are nothing short of brilliant. Jim McCann, founder of 1-800-FLOWERS.COM and Celebrations.com Alas, common sense is not so common. Dave takes you on a (sadly, much needed) guided tour of how to be human in a digital world. Seth Godin, author of Poke the Box Likeable Social Media cuts through the marketing jargon and technical detail to give you what you really need to make sense of this rapidly changing world of digital marketing and communications. Being human — being likeable — will get you far. Scott Monty, Global Digital Communications, Ford Motor Company Dave gives you what you need: Practical, specific how-to advice to get people talking about you. Andy Sernovitz, author of Word of Mouth Marketing: How Smart Companies Get People Talking

Sennett's user-friendly book outlines 101 motivational stunts, accompanied by successful case studies, that educators can employ to creatively inspire and motivate students to higher academic achievement.

In the digital age, numerous technological tools are available to enhance business processes. When these tools are used effectively, knowledge sharing and organizational success are significantly increased. Social Media Marketing: Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use, strategies, and applications of social media marketing in business today. Including innovative studies on email usage, social interaction technologies, and internet privacy, this publication is an ideal source for managers, corporate trainers, researchers, academics, and students interested in the business applications of social media marketing.

An investment banker and professor explains what really drives success in the tech economy Many think that they understand the secrets to the success of the biggest tech companies: Facebook, Amazon, Apple, Netflix, and Google. It's the platform economy, or network effects, or some other magical power that makes their ultimate world domination inevitable. Investment banker and professor Jonathan Knee argues that the truth is much more complicated--but entrepreneurs and investors can understand what makes the giants work, and learn the keys to lasting success in the digital economy. Knee explains what really makes the biggest tech companies work: a surprisingly disparate portfolio of structural advantages buttressed by shrewd acquisitions, strong management, lax regulation, and often, encouraging the myth that they are invincible to discourage competitors. By offering fresh insights into the true sources of strength and very real vulnerabilities of these companies, The Platform Delusion shows how investors, existing businesses, and startups might value them, compete with them, and imitate them. The Platform Delusion demystifies the success of the biggest digital companies in sectors from retail to media to software to hardware, offering readers what those companies don't want everyone else to know. Knee's insights are invaluable for entrepreneurs and

investors in digital businesses seeking to understand what drives resilience and profitability for the long term.

Over the past ten years, there has been growing interest in the process of strategic decision-making among both managers and researchers. Strategic decisions are important for five main reasons: They are large-scale, risky and hard to reverse; they are a bridge between deliberate and emerging strategies; they can be a major source of organizational learning; they play an important part in the development of individual managers and they cut accross functions and academic disciplines. Strategic Decisions summarizes the current state of the art in research on strategic decision-making, with chapters prepared by leading strategy researchers. The editors also present implications for current application and proposed directions for future research.

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.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

A spirited investigation into the phenomenon of bargain hunting and the competition between buyers and sellers traces the evolution of promotional pricing and sale discounts, exploring the impact of negotiable pricing on markets, the machinations of price consultants and the growing empowerment of consumers.

Presents the full content of the popular fake twitter account that followed Rahm Emanuel's 2011 Chicago mayoral campaign.

An instant New York Times bestseller, Dan Lyons' "hysterical" (Recode) memoir, hailed by the Los Angeles Times as "the best book about Silicon Valley," takes readers inside the maddening world of fad-chasing venture capitalists, sales bros, social climbers, and sociopaths at today's tech startups. For twenty-five years Dan Lyons was a magazine writer at the top of his profession--until one Friday morning when he received a phone call: Poof. His job no longer existed. "I think they just want to hire younger people," his boss at Newsweek told him. Fifty years old and with a wife and two young kids, Dan was, in a word, screwed. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion. Why not join it? HubSpot, a Boston start-up, was flush with $100 million in venture capital. They offered Dan a pile of stock options for the vague role of "marketing fellow." What could go wrong? HubSpotters were true believers: They were making the world a better place ... by selling email spam. The office vibe was frat house meets cult compound: The party began at four thirty on Friday and lasted well into the night; "shower pods" became hook-up dens; a push-up club met at noon in the lobby, while nearby, in the "content factory," Nerf gun fights raged. Groups went on "walking meetings," and Dan's absentee boss sent cryptic emails about employees who had "graduated" (read: been fired). In the middle of all this was Dan, exactly twice the age of the average HubSpot employee, and literally old enough to be the father of most of his co-workers, sitting at his desk on his bouncy-ball "chair."

Started in Chicago, Illinois, Groupon has expanded to dozens of cities all around the world and has become an Internet sensation. Mason's billion-dollar idea has revolutionized e-commerce. Groupon has taken the good and the bad in stride, using setbacks, challenges, and competition to learn valuable lessons and improve its strategies for continued growth and worldwide expansion. It has revolutionized the ways in which we interact with our local economy, including our neighborhood businesses and merchants. This is the remarkable story

of Andrew Mason and his billion dollar idea that is saving consumers around the world billions of their own dollars while providing a boost to recession-challenged local businesses. This volume includes Fact Sheets on Mason and Groupon, as well as an informative timeline.

Esta é a história de uma das maiores startups do Brasil, a partir de relatos de fundadores, funcionários, consumidores, investidores e empresários do mercado. Criado no Rio de Janeiro em 2010, com investimento e padrões do Vale do Silício, o Peixe Urbano teve crescimento meteórico, empregando mais de mil pessoas e alastrando-se de forma até então inédita pelo país. Entre 2012 e 2014, a startup embarcou em uma montanha russa, passou por uma reestruturação e em 2015 mudou seu modelo de negócios: deixou de ser uma empresa de compras coletivas para tornar-se um canal de vendas.

A blueprint for thriving in your job and building a career by applying the lessons of Silicon Valley's most innovative entrepreneurs. LinkedIn cofounder and chairman Reid Hoffman and author Ben Casnocha show how to accelerate your career in today's competitive world. The key is to manage your career as if it were a start-up business: a living, breathing, growing start-up of you. Why? Start-ups—and the entrepreneurs who run them—are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. These are the very same skills professionals need to get ahead today. This book isn't about cover letters or resumes. Instead, you will learn the best practices of Silicon Valley start-ups, and how to apply these entrepreneurial strategies to your career. Whether you work for a giant multinational corporation, a small local business, or launching your own venture, you need to know how to: * Adapt your career plans as you change, the people around you change, and industries change. * Develop a competitive advantage to win the best jobs and opportunities. * Strengthen your professional network by building powerful alliances and maintaining a diverse mix of relationships. * Find the unique breakout opportunities that massively accelerate career growth. * Take proactive risks to become more resilient to industry tsunamis. * Tap your network for information and intelligence that help you make smarter decisions. A revolutionary new guide to thriving in today's fractured world of work, the strategies in this book will help you survive and thrive and achieve your boldest professional ambitions. The Start-Up of You empowers you to become the CEO of your career and take control of your future.

By examining the stories of companies like LoJack, MySpace and Groupon, an expert in Strategic Management describes how organizations can sustain high-growth through a repeatable process for innovation without succumbing to the growth hump. 30,000 first printing.

LAUNCHING NEW VENTURES, 7e provides tomorrow's entrepreneurs with the tools to launch a successful new business in a global marketplace. The text follows the logical development process: from initial idea, to developing and testing a business model, to designing a business and preparing for growth. The seventh edition represents the most current thoughts, ideas, and practices in the field of entrepreneurship. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup founders and employees with the framework successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If

you can get even a single distribution channel to work, you have a great business." -- Peter Thiel, billionare PayPal founder The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

Brilliance is a decision, It is time to disrupt your current reality and… Experience Your Shift Into Brilliance. This book is your roadmap, your call to action; your opportunity to create accelerated results professionally, personally and financially. It is time for you to turn every day into a brilliant breakthrough. Shift Your Brilliance will teach you: Strategies for sharpening your focus Steps to clear your vision Actions to harness individual and organizational potential Tools to unearth what really sets you on fire Tips on how to become a Chief Breakthrough Officer It is now time for you to Shift Your Brilliance!

The inside story of the meteoric rise of Groupon from startup to $30 billion online giant and the audacious genius behind it, founder Andrew Mason In late 2010, Groupon made an incredible gamble. Rather than take Google's $6 billion buyout offer, founder Andrew Mason turned the search giant down and decided to go it alone. The experts thought he was insane. Groupon was little more than two years old and staffed from top to bottom with twenty-somethings. The wild ride couldn't last, but Mason thought otherwise, and with knowledge of a possible IPO he liked his odds. A discount service that offers a deal a day at local merchants in countless cities in more than forty-three countries, Groupon is the fastest-growing company in Internet history and is as committed to innovating a new model for commerce as it is to creating an office culture and editorial voice based on radical transparency and absurd humor. Groupon's Biggest Deal Ever is the exclusive and unparalleled account of the incredible rise of discount giant Groupon and the compelling story of its offbeat founder Andrew Mason as he created a juggernaut of online commerce and ignited a consumer revolution.

This volume presents selected articles from the 21st Eurasia Business and Economics Society (EBES) Conference, which was held in Budapest (Hungary) in 2017. The theoretical and empirical papers in this volume cover various areas of business, economics, and finance from a diverse range of regions. In particular, this volume focuses on the latest trends in consumer behavior, new questions in the development of organizational strategy, and the interaction of financial economics with industrial economics and policy.

Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating

to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises, and extensive references to supplement the theoretical presentations. At the end of each chapter, a list of online resources with links to the websites is also provided. Additionally, extensive, vivid examples from large corporations, small businesses from different industries, and services, governments, and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce. These examples, which were collected by both academicians and practitioners, show the reader the capabilities of EC, its cost and justification, and the innovative ways corporations are using EC in their operations. In this edition (previous editions published by Pearson/Prentice Hall), the authors bring forth the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations, and mobility.

If you want your startup to succeed, you need to understand why startups fail. "Whether you're a first-time founder or looking to bring innovation into a corporate environment, Why Startups Fail is essential reading."--Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of The Lean Startup and The Startup Way Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn't answer it. So he launched a multiyear research project to find out. In Why Startups Fail, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. * Bad Bedfellows. Startup success is thought to rest largely on the founder's talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. * False Starts. In following the oft-cited advice to "fail fast" and to "launch before you're ready," founders risk wasting time and capital on the wrong solutions. * False Promises. Success with early adopters can be misleading and give founders unwarranted confidence to expand. * Speed Traps. Despite the pressure to "get big fast," hypergrowth can spell disaster for even the most promising ventures. * Help Wanted. Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. * Cascading Miracles. Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise--from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles--Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A must-read for founders at any stage of their entrepreneurial journey, Why Startups Fail is not merely a guide to preventing failure but also a roadmap charting the path to startup success.

The goal of Introduction to Information Systems, 3rd Canadian Edition remains the same: to teach all business majors, especially undergraduate ones, how to use information technology to master their current or future jobs and to help ensure the success of their organization. To accomplish this goal, this text helps students to become informed users; that is, persons knowledgeable about information systems and information technology. The focus is not on merely learning the concepts of IT but rather on applying those concepts to facilitate business processes. The authors

concentrate on placing information systems in the context of business, so that students will more readily grasp the concepts presented in the text. The theme of this book is What's In IT for Me? This question is asked by all students who take this course. The book will show you that IT is the backbone of any business, whether a student is majoring in Accounting, Finance, Marketing, Human Resources, or Production/Operations Management. Information for the Management Information Systems (MIS) major is also included.

This is the fourth edition of a unique textbook that provides extensive coverage of the evolution, the current state, and the practice of e-business strategies. It provides a solid introduction to understanding e-business and e-commerce by combining fundamental concepts and application models with practice-based case studies. An ideal classroom companion for business schools, the authors use their extensive knowledge to show how corporate strategy can imbibe and thrive by adopting vibrant e-business frameworks with proper tools. Students will gain a thorough knowledge of developing electronic and mobile commerce strategies and the methods to deal with these issues and challenges.

"Digital Vertigo provides an articulate, measured, contrarian voice against a sea of hype about social media. As an avowed technology optimist, I'm grateful for Keen who makes me stop and think before committing myself fully to the social revolution." —Larry Downes, author of The Killer App In Digital Vertigo, Andrew Keen presents today's social media revolution as the most wrenching cultural transformation since the Industrial Revolution. Fusing a fast-paced historical narrative with front-line stories from today's online networking revolution and critiques of "social" companies like Groupon, Zynga and LinkedIn, Keen argues that the social media transformation is weakening, disorienting and dividing us rather than establishing the dawn of a new egalitarian and communal age. The tragic paradox of life in the social media age, Keen says, is the incompatibility between our internet longings for community and friendship and our equally powerful desire for online individual freedom. By exposing the shallow core of social networks, Andrew Keen shows us that the more electronically connected we become, the lonelier and less powerful we seem to be.

Every era has its merger; every era has its story. For the New Media age it was an even bigger disaster: the AOL-Time Warner deal. At the time AOL and Time Warner were considered a matchless combination of old media content and new media distribution. But very soon after the deal was announced things started to go bad—and then from bad to worse. Less than four years after the deal was announced, every significant figure in the deal -save the politically astute Richard Parsons—has left the company, along with scores of others. Nearly a $100 billion was written off and a stock that once traded at $100 now trades near $10. What happened? Where did it all go wrong? In this deeply sourced and deftly written book, Nina Munk gives us a window into the minds of two of the oddest men to ever run billion-dollar empires. Steve Case, the boy wonder who built AOL one free floppy disk at a time, was searching for a way out of the New Economy. Meanwhile Jerry Levin, who'd made his reputation as a visionary when he put HBO on satellite distribution, was searching for a monumental deal. These two men, more interested in their place in history than their personal fortunes, each thought they were out-smarting the other.

Perché non ci ho pensato io? Te lo chiedi guardando un'invenzione o una trovata che

non ha nulla di particolare. In realtà esisteva già e la capacità di chi è diventato miliardario sfruttandola è stata proprio quella di individuarla. Come i buoni sconto, che esistono da decenni e che Groupon ha trasformato in uno dei più straordinari casi di commercio elettronico di questi ultimi anni. Sennet ne racconta la storia: ricca di alti e bassi, di trovate geniali e di sbagli madornali.

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