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there are lots of founders and lots of ideas floating around to help improve the delivery of healthcare services and positively affect the health of each of us as individuals as well as groups of patients afflicted by chronic or acute diseases unfortunately many of these ideas never reach their full potential to improve patient outcomes or reduce costs of care sometimes it's because the idea isn't feasible or scalable sometimes it's because the market isn't ready or regulators aren't ready and sometimes it's just because the founder or founding team has a blind spot or two not only do these hidden blind spots ensure their failure but in many cases with better planning or a greater more holistic understanding of the market forces the blind spot can be overcome or better yet the founder can realize that their idea is doomed from the start and consider other better options to solve the problem they are attacking the goal of this book is to help founders and their teams identify blind spots and avoid the most common pitfalls of starting a digital health company having spent time with founders vc companies and most importantly prospective digital health startups patterns have emerged regarding those startups that are successful and those that die an often slow and painful death while not a recipe for guaranteed success having a guidebook of sorts can help navigate the perils associated with building a digital health company and can very likely improve the odds of success the book will go through the typical life cycle of an early stage company from ideation to the first few customer deals and highlight best practices for tackling the challenges at each stage including what problem are you trying to solve and why are you trying to solve this problem who will help you build the solution and company how will you build the solution how will you pitch your company how will you sell your solution and what does success look like to you your stakeholders and your customers

practical insights for transforming an idea into a business cover

it doesn't take a rocket scientist to understand the value of a well thought out marketing program but carving a niche in the marketplace can be a daunting task lies start ups tell themselves to avoid marketing guides readers through the pitfalls and challenges to a successful start up or product launch

since its introduction by kaplan and norton in 1992 the balanced scorecard bsc has gradually been adopted as a fundamental system of management by many organisations because the bsc is mainly designed for large companies in developed countries there is a question of its successful application in small and medium sized enterprises smes especially those in developing countries as there is little research in this

area this book is designed to fill that gap in this book vietnamese smes are used as the central study cases for the application of bsc such a system enables smes to meet their management needs more quickly lessons learned in this study can be extended not only to other vietnamese smes but also to firms in other countries with similar economic conditions the book will also provide an improved understanding on factors influencing the adopting process

winner of the management accounting section of the american accounting association notable contribution to management accounting literature awardvolume one of the handbook of management accounting research series sets the context for the handbooks with three chapters outlining the historical development of management accounting as a discipline and as a practice in three broad geographic settings volume two provides insights into research on different management accounting practices volume three features contributions from some of the most influential researchers in various areas of management accounting research consolidates the content of volumes one and two and concludes with examples of management accounting research from around the world volumes 1 2 and 3 are also available as individual product isbn volume 1 978 0 08 044564 9 isbn volume 2 978 0 08 044754 4 isbn volume 3 978 0 08 055450 1 three volumes of the popular handbooks of management accounting research series now available in one complete set examines particular management accounting practices and specific organizational contexts adopts a global perspective of management accounting practice award winner of the management accounting section of the american accounting association notable contribution to management accounting literature award

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the proper foundation and a scaffolding of good planning and early action this book shows you how assess your business's viability using the 10x rule learn when you can quit your day job or not take the key steps to making your business succeed discover the opportunities worth selling everything for this expert author team has witnessed more than 30 000 pitches over two decades and have participated in over 500 startup launches startup opportunities gives you the benefit of their experience to help you start strong and stay strong

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