



Leveraging Technology for Success: Advice for Tech Startups and Smes (Paperback)

By Roman Rammler

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Innovation - Automation - Future. Contribute to the growth of the economy! LEVERAGING TECHNOLOGY FOR SUCCESS - Advice for Tech Startups and SMEs. An Entrepreneur s Guide to Launching Managing a Technology Company. This book is unique and has received many endorsements and outstanding customer review ratings. The book offers recommendations that help you overcome the challenges of a Technology Startup or Small Medium-Sized Enterprise (SME) in a faction form - that is, blending facts with fiction in a story/novel form - to convey the message in an effective way. The challenges of a startup, or an SME, are communicated by a fictional account of real events. And, as illustrated in the story, segregating goals into easy-to-understand parts can help to create a roadmap for success. The book will also guide you through the process of defining customer needs, developing your story, and your marketing/sales strategy; it will make the difference in building a successful company. Automation is the future for process plants and factories. Technology both eliminates jobs, and creates jobs. Generally it destroys lower wage, lower productivity jobs, while it..



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