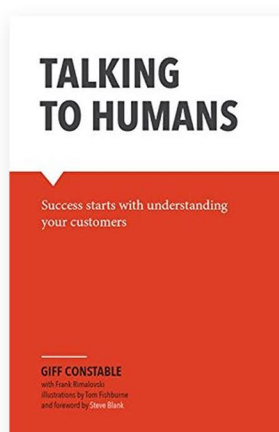


RECOMMENDED BOOKS FOR ENTREPRENEURS AND ASPIRING ENTREPRENEURS

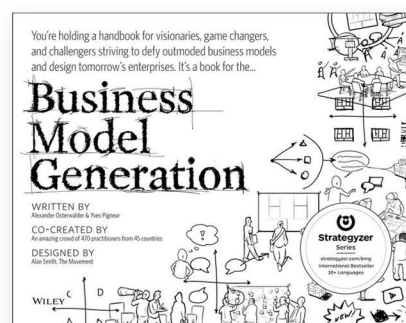


TALKING TO HUMANS BY GIFF CONSTABLE

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.

BUSINESS MODEL GENERATION BY ALEXANDER OSTERWALDER & YVES PIGNEUR

A HANDBOOK STRIVING TO DEFY OUTMODED BUSINESS MODELS AND DESIGN TOMORROW'S ENTERPRISES. CO-CREATED BY 470 "BUSINESS MODEL CANVAS" PRACTITIONERS FROM 45 COUNTRIES, THE BOOK FEATURES A BEAUTIFUL, HIGHLY VISUAL, 4-COLOR DESIGN THAT TAKES POWERFUL STRATEGIC IDEAS AND TOOLS, AND MAKES THEM EASY TO IMPLEMENT IN YOUR ORGANIZATION. IT EXPLAINS THE MOST COMMON BUSINESS MODEL PATTERNS, BASED ON CONCEPTS FROM LEADING BUSINESS THINKERS, AND HELPS YOU REINTERPRET THEM FOR YOUR OWN CONTEXT.



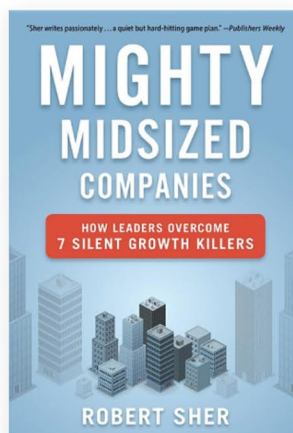
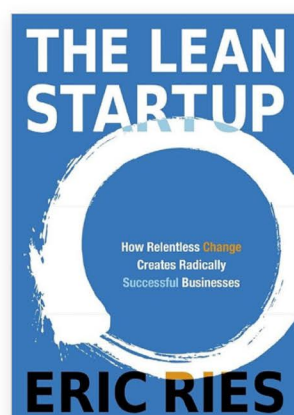
VALUE PROPOSITION DESIGN BY ALEXANDER OSTERWALDER, YVES PIGNEUR, GREG BERNARDA & ALAN SMITH

VALUE PROPOSITION DESIGN IS FOR ANYONE WHO HAS BEEN FRUSTRATED BY NEW PRODUCT MEETINGS BASED ON HUNCHES AND INTUITIONS; IT'S FOR ANYONE WHO HAS WATCHED AN EXPENSIVE NEW PRODUCT LAUNCH FAIL IN THE MARKET. THE BOOK WILL HELP YOU UNDERSTAND THE PATTERNS OF GREAT VALUE PROPOSITIONS, GET CLOSER TO CUSTOMERS, AND AVOID WASTING TIME WITH IDEAS THAT WON'T WORK. YOU'LL LEARN THE SIMPLE PROCESS OF DESIGNING AND TESTING VALUE PROPOSITIONS, THAT PERFECTLY MATCH CUSTOMERS' NEEDS AND DESIRES.



THE LEAN STARTUP, ERIC RIES

THE LEAN STARTUP IS A NEW APPROACH TO BUSINESS THAT'S BEING ADOPTED AROUND THE WORLD. IT IS CHANGING THE WAY COMPANIES ARE BUILT AND NEW PRODUCTS ARE LAUNCHED. THE LEAN STARTUP IS ABOUT LEARNING WHAT YOUR CUSTOMERS REALLY WANT. IT'S ABOUT TESTING YOUR VISION CONTINUOUSLY, ADAPTING AND ADJUSTING BEFORE IT'S TOO LATE.



MIGHTY MID-SIZED COMPANIES BY ROBERT SHER WITH ACKNOWLEDGEMENT TO DAVID WAGSTAFF

MIDSIZED COMPANIES ARE OFTEN OVERLOOKED BY WALL STREET AND MAINSTREAM MEDIA OUTLETS, THOUGH THEY ARE AN INTEGRAL PART OF NATIONAL ECONOMICS. THUS IT'S IMPORTANT FOR NATIONAL ECONOMIC SUCCESS TO HAVE A THRIVING MIDSIZED COMPANY SECTOR. BUT THAT IS NOT EASY TO DO, LARGELY BECAUSE THE FACTORS THAT THROTTLE GROWTH OF MIDSIZED COMPANIES CAN BE QUITE DIFFERENT THAN THOSE OF THEIR SMALLER AND LARGER BUSINESS BRETHERN. SOME OF THESE FACTORS ARE WELL KNOWN, BUT OTHERS CAN CREEP UP ON MANAGEMENT TEAMS AND GO ALMOST UNNOTICED UNTIL IT'S TOO LATE.

THANK YOU