



Leveraging Technology for Success: Advice for Tech Startups and SMEs

Roman Rammler

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LEVERAGING TECHNOLOGY FOR SUCCESS - Advice for Tech Startups and SMEs.

An Entrepreneur's Guide to Launching & Managing a Technology Company.

Endorsements:

"Small businesses are always looking for new ways to get an edge and compete with the big guys - technology is giving them that edge. However, technology needs to be combined with a business strategy and goals. It can be moving and satisfying - but it is wise to plan ahead. Inform yourself about the issues that typically arise during design, manufacture and product launch. This book offers a comprehensive look at the challenges of developing a product and running a small company."

CW Junaindi, Managing Director, Expet Controls Sdn Bhd

"Covering everything from an idea to preparing an effective business plan and shareholding issues, this hands-on book provides a wealth of experience for entrepreneurs entering into the High-Tech industry. Here, Roman gives you the benefits of his vast experience and will surprise you with tips on leading a team of engineers and staff to success, while avoiding costly mistakes. A must read."

Joe Mullins, Director, Semrad Pty Ltd.

"In periods where small businesses and startups require rare devotion and talent, recommendations based on real world experience are priceless. This book provides this kind of guidance."

Norman R. Retzke, President, Synergistic Solutions, Inc.

Description:

New technology companies and firms that focus on enhancing existing technology contribute to the competitiveness of the economy. New and improved products or services open up new markets, revitalize the innovation competition and strengthen the export power. This book is aimed at startups and small to medium sized enterprises in the automation technology-based area. The industrial automation niche is a market of 200 Billion dollars, which, although dominated by large companies, offers many small and medium enterprises (SMEs) good prospects for profitable niche solutions.

Automation systems are the future-proof response to the continuously increasing demands for modern machinery and plants - in all industries. This book will help your company to create innovative solutions in the automation niche market, to differentiate yourself and to achieve efficiency, flexibility, reliability and profitability.

There are scores of books and websites available that offer general guidelines for the industrial automation businesses. However, this book is different; it provides much more than broad guidelines. The book conveys a strategy for successful business execution by segregating long-term objectives into ascertainable and actionable parts, some in direct recommendations and others in a story/novel format - a truly unique approach. It brings into line the day-to-day events (including new product development specifics) of a technology business with the primary obligations of its business strategy. Entrepreneurs and managers will benefit from this book.

Non-fiction books are effective in communicating business goals. The entity that is not covered, is the passionate execution that is at the heart of many business actions. To achieve this, this book contains both, non-fiction recommendations and a story. It interconnects the social challenges with pertinent niche industry

knowledge and the vision of trends/developments. This enhances the success of your business. The book's content captures two key qualities of effective technology startup companies: optimism, and the understanding of real-world business risks. Yes, there is a reason for optimism, because if future entrepreneurs planned rationally and informed themselves of the business risks; the present situation that every four out of five startup companies fail, would not exist. The success of startups would actually be very high.

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Jo Melvin:

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Lien Fugate:

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Lee Wing:

People live in this new day of lifestyle always make an effort to and must have the free time or they will get wide range of stress from both day to day life and work. So , once we ask do people have extra time, we will say absolutely indeed. People is human not just a robot. Then we consult again, what kind of activity are you experiencing when the spare time coming to you of course your answer can unlimited right. Then do you try this one, reading textbooks. It can be your alternative inside spending your spare time, the particular book you have read is definitely Leveraging Technology for Success: Advice for Tech Startups and SMEs.

Irving Dorn:

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