Summary: Startups That Work - Joel Kurtzman and Glen Rifkin: The 10 Critical Factors That Will Make or Break a New Company

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Complete summary of Joel Kurtzman and Glen Rifkin's book: "Startups that Work: The 10 Critical Factors that Will Make or Break a New Company".

This summary of the ideas from Joel Kurtzman and Glen Rifkin's book "Startups that Work" reveals the results of a study into 350 different startup companies, showing that there are ten rules for increasing the chances of long-term success for a new company. In their book, the authors present these 10 critical factors and how you can use them to guide you towards success while your company is still a startup. This summary is a must-read for startup entrepreneurs who want to know the key to getting past the first stage and becoming successful.

Added-value of this summary:
• Save time
• Understand key concepts
• Expand your knowledge

To learn more, read "Startups that Work" and find out how you can put your startup on the path to success.

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