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Peter Cohan provides his answer to this question in *Hungry Start-up Strategy*. While HBS's Porter advocates a highly structured, even dispassionate approach to an already established business, Mr. Cohan promotes personal passion and customer connection to creating the business.

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Entrepreneurs are hungry. But it's not just because they're living on ramen and adrenaline while they pour their all into their business. Peter Cohan has found it's something deeper: a hunger to create the kind of world they want to work in.

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An Excerpt From *Hungry Start-Up Strategy: Creating New Ventures with Limited Resources and Unlimited Vision* by Peter S. Cohan Published by Berrett-Koehler Publishers

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Peter Cohan has found it's something deeper: a hunger to create the kind of world they want to work in. To leave a legacy, they build carefully with limited resources and maintain control of the venture's direction.

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Cohan writes the Start-up Economy column for *Forbes* magazine, ' and 'The Hungry Start-up column for *Inc* magazine, *Wall and Main*, his *Worcester Telegram & Gazette* column, helped its *Business Matters* section win the 2012 New England Newspaper and Press Association award for the best Business page for papers over 30k circulation].

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In his new book *“Hungry Start-Up Strategy: Creating New Ventures With Limited Resources And Unlimited Vision*

â”€ Peter Cohan seeks to change the previous lack of research-based information for start-up companies. The Babson College adjunct lecturer and president of a management consulting and venture capital firm uses his extensive experience in the business world as well as interviews ...

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Peter S. Cohan Peter Cohan is president of Peter S. Cohan & Associates a management consulting and venture capital firm. He is the author of Hungry Start-up Strategy: Creating New Ventures with Limited Resources and Unlimited Vision (Berrett-Koehler, 2012).

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In his book Hungry Start-up Strategy (Berrett-Koehler, 2012), management consultant and venture capitalist Peter S. Cohan explains how to create new game-changing ventures with even limited resources.

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Peter S. Cohan page in New York Journal of Books <https://www.nyjournalofbooks.com/2012/11/11/hungry-start-up-strategy-creating-new-ventures-with-limited-resources-and-unlimited-vision/> November 11, 2012. Reviewed by: Stephen Roulac "Congruent with the style he advocates, Peter Cohan's book is pragmatic and personalized, . . ." ...

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KWH. P.D.F Hungry Start-up Strategy: Creating New Ventures with Limited Resources and Unlimited Vision. Detail

Author : Peter S. Cohan Pages : 256 pages Publisher : Berrett-Koehler Publishers 2012 ...

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Peter S. Cohan. Guest Writer. ... As I argued in my book, Hungry Start-up Strategy, ... Without a strategy, an entrepreneur might miss the chance to go where Akamai has.

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Hungry Start-up Strategy provides entrepreneurs with a new framework and fresh insights for how to think about the unique challenges facing the CEOs of new ventures. The practical advice he provides can make the difference between prevailing and perishing. His book is a must-read for anyone who runs a startup.

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The Entrepreneur's Meal Ticket

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In the research for my new book to be published this fall, Hungry Start-up Strategy: Creating New Ventures with Limited Resources and Unlimited Vision, one of the most surprising things I found is ...

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Cohan has served as an executive-in-residence at Babson, advising teams in their consulting work with companies through Management Consulting Field Experience (MCFE) programs. He created and led the Hong Kong/Singapore Start-up Strategy Offshore elective for MBA students and teaches the Strategy and the CEO capstone in the evening MBA program.

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Hungry Start-up Strategy(1st Edition) Creating New Ventures with Limited Resources and Unlimited Vision (BK Business) by Peter S. Cohan Paperback, 256 Pages, Published 2012 by Berrett-Koehler Publishers ISBN-13: 978-1-60994-528-2, ISBN: 1-60994-528-X

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Based on Peter Cohan's 2012 book, Hungry Start-up Strategy: Creating New Ventures with Limited Resources and Unlimited Vision (Berrett-Koehler, 2012) this 30 minute webinar addresses this question with: The three approaches that big companies use to restore their start-upness; Six short case studies of how big companies have applied these ...