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Survival to Thrival is suited for every B2B entrepreneur at varying stages of growth -- must read by all! - Aaron Levie Founder & CEO of Box. What drives success at one stage often drives failure

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Survival to Thrival is a mind-meld of a three-time entrepreneur, a longtime venture capitalist, and other enterprise entrepreneurs that demystifies building enterprise startups. Our mission is to help you succeed, to anticipate what is next, and most importantly, to know that you are not alone.

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Be Changed by Bob Tinker, Tae Hea Nahm (ISBN: 9781684017478) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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## **About - Survival to Thrival**

If you want one-sentence on why Survival to Thrival is such a great resource for enterprise entrepreneurs, it boils down to this: The book not only nails the macro (by outlining a 5-step roadmap for building a category-defining company), but also delves into the micro (the critical, nitty-gritty tactics around

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sales/hiring/product development) of building a successful B2B company.

## **Amazon.com: Customer reviews: Survival to Thrival ...**

This episode drilled down into building the Go To Market Playbook and what it should look like. Below are some example playbooks of real companies mentioned in this episode, and some template 'building blocks' showing playbooks in different states of completion and the questions you need to answer in order to build it.

MobileIron's playbook

## **Resources from our podcast - Survival to Thrival**

Co-author of Survival to Thrival, Tae Hea Nahm, spoke on a panel at the Collision Conference about what it takes to build enterprise startups. Contact Us For comments, feedbacks and inquiries:

## **Change or Be Changed - Survival to Thrival**

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## **HireBetter | Survival & Thrival: Expect the Unexpected**

UC Berkley Sutardja Centre: Survival to Thrival, October 2018. Go-To-Market Summit Fit: What is GTM Fit, July 2018. Go-To-Market Fit Summit: Building the Enterprise Startup, July 2018. Go-To-Market Fit Summit: GTM Fit Tutorial Video, May 2018. Enterprise Tech Meet Up: Go-To-Market Fit, March 2018. Navigate.

## **Talks and Presentations - Survival to Thrival**

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## **HireBetter | Survival & Thrival: An Update from the Frontlines**

Featured: Bob Tinker, Co-author of Survival to Thrival GTM Fit Journey - it can be a bumpy ride  
Featured: Jon Lee - Founder, CEO of Prosperworks,  
Dominique Levin - Managing Partner of WinningByDesign, Mickey Alon - Founder, CEO of Aprinsic

## **Go-To-Market Fit**

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