

Beat: Technology

## 4 FRENCH BOOKS-ENTREPRENEURS Facing Growing Businesses In Competitive Landscapes

### Massive Network of Potential Customers

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**USPA NEWS** - Lots of people love the idea of brainstorming ideas...but can never actually find an idea that they like enough to execute. The purpose of a business“|.the only reason it exists is to solve a problem. You should be actively thinking of how you can solve other people’s problems....

Lots of people love the idea of brainstorming ideas...but can never actually find an idea that they like enough to execute. The purpose of a business“|.the only reason it exists, is to solve a problem. You should be actively thinking of how you can solve other people’s problems. For those who have survived startup and built successful businesses, they may be wondering how to take the next step and grow the business beyond its current status. You must fundamentally change the way you look at the world, always seeking out opportunities to serve other people and get paid in return....

- 'START-UP ATTITUDE' by Adrien TSAGLIOTIS (Dunod Editions). The subject of this Book is to adopt the spirit of a start-up in the world of Internet to do business differently. There is no recipe for success, the professional life of an entrepreneur is paved with challenges, the difficulties can be overcome, failures can make you advance... The real talent is for entrepreneurs to recognise what they do well and then find partners or employees or sub-contractors who can fill the gaps. The challenges entrepreneurs face come from numerous sources including both internal and external.

The risks of entrepreneurship are many. You often gamble with your livelihood, other people’s money, your employees’ job-security and your reputation in the business niche you chose. Risks often transform into worries for the businessperson, who then has the extra challenge of rising above these stresses.... The Book is divided into the following chapters (with great examples of successful companies) : Entrepreneur, Product, Ingenuity, Launch, Partnership, Human Ressources, Proximity, Design, Data. (Review by Ruby BIRD)

- 'UBERISEZ VOTRE ENTREPRISE - Comment créer de la valeur avec les plateformes digitales' by Yves EYCHENNE & Carolyn STRONG (Uberisation of the Company - How to create value with Digital Platforms - Dunod Editions). By using examples of corporates such as Uber, Airbnb, Google, Booking, Blablacar, Amazon... The Authors go through those companies’ strategies to explain that the biggest successes are from the Digital Sector. The more traditional companies can not ignore that the business world is moving fast and they are Ways to Win with Digital Platforms.

The platform economy is emerging as one of the most powerful manifestations of the digital revolution, which we also refer to as the 'fourth industrial revolution'. Thanks to rapid advances in cloud, mobile and analytics, and the falling cost of these new technologies, Digital Platforms are creating the next wave of disruption, growth and breakthrough innovation. Digital platforms bring together vast communities of customers and partners, including developers. They create markets of enormous scale and efficiency. And they enable new levels of collaboration between companies from different industry sectors that can result in the conception of entirely new products and services... (Review by Ruby BIRD)

- 'BLOCKCHAIN - La Révolution de la confiance' by Laurent LELOUP (Blockchain - The Revolution of Trust' - Eyrolles Editions). This is about How the Technology Behind Bitcoin and other Virtual Currencies is Changing Money, Business, and the World. Bitcoin is starting to come into its own as a digital currency, but the blockchain technology behind it could prove to be much more significant. This book takes you beyond the currency and smart contracts to demonstrate how the blockchain is in position to become the fifth disruptive computing paradigm after mainframes, PCs, the Internet, and mobile/social networking.

It explains that the blockchain is essentially a public ledger with potential as a worldwide, decentralized record for the registration, inventory, and transfer of all assets“”not just finances, but property and intangible assets such as votes, software, health data, and ideas. We may be at the dawn of a new Revolution. This revolution started with a new fringe economy on the Internet, an alternative currency called Bitcoin that was issued and backed not by a Central Authority, but by Automated Consensus among networked users.

Through algorithmic self-policing, any malicious attempt to defraud the system would be rejected.... (Review by Ruby BIRD)

- 'VENDRE LE LUXE - Techniques et psychologie pour une vente (plus) efficace' by René MOULINIER & Francis SRUN (Selling Luxury - Technics & Psychology for a more efficient sale - Eyrolles Editions). Strategies for Winning Over Brand Ambassadors. The bad news? If you think you're running fast now, get yourself some new track shoes, because the world isn't slowing down. In fact, it will continue to go faster and get more complex as time goes by. The good news is that we can turn this challenge into an opportunity by embracing simple leadership strategies.

The three dominant trends in the global luxury goods market are Globalization, Consolidation, and Diversification. Globalization is a result of the increased availability of these goods, additional luxury brands, and an increase in tourism. Consolidation involves the growth of big companies and ownership of brands across many segments of luxury products. And there is a new trend of online shopping... The Authors give some tips to make it right with the right spirit and capacities, emphasising on personal relationships involving emotional transactions between client and seller. Technics and advice are proposed regarding spirit to have, ambition, gesture, appearance, face and smile, voice and manners... (Review by Ruby BIRD)

**Article online:**

<https://www.uspa24.com/bericht-10920/4-french-books-entrepreneurs-facing-growing-businesses-in-competitive-landscapes.html>

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