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# Disciplined Entrepreneurship

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tenure as the head of the Trust Center, he has conceived, designed, and overseen the implementation of many new innovative programs including: MIT Clean Energy Prize, Trust Center TV, Energy Ventures Class, Regional Entrepreneurship Acceleration Program (REAP), MIT Entrepreneurship Review,

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Bill Aulet is the  
Managing Director of  
the Martin Trust Center  
for MIT

Entrepreneurship and  
Professor of the  
Practice at the MIT  
Sloan School of ...

“Disciplined  
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released in August 2013 and has been converted (as of July 2017) to versions in Arabic, audio (via Audible), Chinese Orthodox, Chinese Simplified ...

## **Bill Aulet - The Martin Trust Center for MIT**

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Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship

Disciplined Entrepreneurship offers the tools you need to improve your odds of making a product people want—and need— to buy. About the Author BILL AULET is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT

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Bill Aulet, a long-time practicing entrepreneur, professor at MIT Sloan School of Management, and Managing Director of the Martin Trust Center for MIT Entrepreneurship, assembled this

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practical and yet rigorous information into the book he wished he had when he first became a full-time entrepreneur 20 years ago.

## **Disciplined Entrepreneurship book and workbook by Bill Aulet**

I have just finished reading Disciplined Entrepreneurship by Bill Aulet, Managing Director, Martin Trust

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Center for MIT

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Published in 2013, it is  
a superb book (Book

available in Ireland via  
Easons). This review

does not seek to

summarise the book –

for that I suggest you

read this excellent post

‘A book in 5 Minutes :

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**[Book Review]**

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*Page 21/26*

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Bill Aulet is managing  
director, Martin Trust  
Center for MIT  
Entrepreneurship and  
senior lecturer, MIT  
Sloan School of  
Management. He is an  
award-winning  
educator and author  
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Those are two thoughts shared with me recently by Boston-area entrepreneur Bill Aulet, managing director of the Martin Trust Center for MIT Entrepreneurship and author of a top-selling book published last year called *Disciplined Entrepreneurship*.

## **News | Disciplined Entrepreneurship**

The accompanying  
follow-on book,

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Workbook, was  
released in April 2017.

Bill has widely  
published in in places  
such as the Wall Street  
Journal, TechCrunch,  
the Boston Globe, the  
Sloan Management  
Review, the Kauffman  
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Experts and more.

**William Kenneth**

*Page 24/26*



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## **Aulet | MIT Sloan**

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