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## **About - Survival to Thrival**

If you want one-sentence on why

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

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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

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and the questions you need to answer in order to build it.

MobileIron's playbook

## Startup Book 1

### **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.

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