

NEW
BOOK

Discover your most valuable market opportunities in 3 simple steps

WHERE TO PLAY PROVIDES PRACTICAL GUIDANCE ON HOW TO IDENTIFY, ASSESS AND FOCUS ON THE BEST OPPORTUNITIES FOR YOUR BUSINESS



In today's fast-paced, connected business world, entrepreneurs, innovators and business leaders are trained to act fast in order to make their ideas a success.

With such a focus on urgency, however, entrepreneurs often fail to make sure that they are actually running in the right direction. They either jump straight into the first market opportunity that looks good or attempt to pursue too many opportunities at once. Help is now at hand from a new book, *Where to Play*, which helps business leaders to quickly identify, evaluate and focus on the opportunities that offer the most value for their innovations, while keeping them agile enough to respond to unforeseen circumstances.

Where to Play helps readers to set a promising strategy for their business through a simple Market Opportunity Navigator, which was developed based on 15 years of rigorous research and hundreds of real life cases. This clear, structured and practical framework allows readers to better identify, evaluate and focus on the

right market opportunities, through three dedicated and reusable worksheets:

- **Market Opportunity Set** – assess your core strengths and identify which market opportunities exist for your business
- **Attractiveness Map** – evaluate your market opportunities to reveal the most attractive option for focus
- **Agile Focus Strategy** – create a strategic plan for your chosen market opportunity that keeps you open-minded and agile

Where to Play is presented in a highly visual and engaging style that cleverly turns complex decision-making processes into clear, easy-to-manage tasks. This practical, hands-on tool is not only invaluable for entrepreneurs and start-ups, but will also help leaders of established businesses, venture capitalists, marketers, investors and educators to free themselves of distractions and focus on the opportunities that will really add business value.

Where to Play by Prof. Dr Marc Gruber and Dr Sharon Tal due to be published by FT Publishing in September 2017, priced £16.99. For more information go to www.wheretoplay.co

ABOUT THE AUTHORS

Professor Dr Marc Gruber is a world-leading researcher in the domain of innovation, entrepreneurship and technology commercialization. Marc is Vice President for Innovation at the Swiss Federal Institute of Technology (EPFL) in Lausanne, Switzerland, where he also heads the Chair of Entrepreneurship & Technology Commercialization. He works as the Deputy Editor for the #1 empirical research journal in management, the Academy of Management Journal. Marc is actively engaged in teaching, consulting, and executive training programs in Europe, the US and Asia, and regularly acts as a jury member in start-up and corporate entrepreneurship competitions across Europe. He has been ranked as the #1 researcher in entrepreneurship for 2005-2015

Dr Sharon Tal is a co-founder and former executive director of the Entrepreneurship Centre at the Technion, Israel Institute of Technology, and a well-recognized lecturer on marketing for high-tech start-ups. She gives lectures and workshops on a regular basis, and serves as a mentor in many organizations that aim to help budding entrepreneurs. Sharon also has vast experience in marketing and in strategic consulting. Her PhD research analysed the market entry decisions of hundreds of start-ups and its consequences on firm performance and flexibility.

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Professor Dr Marc Gruber



Dr Sharon Tal

The authors, Prof Dr Marc Gruber and Dr Sharon Tal, are world-leading authorities on innovation, entrepreneurship and technology. They are both highly experienced and engaging speakers, and are available for expert comment, interviews or guest articles on a range of topics, including:

Gold Mine or Moon Shot? How to tell if your big idea really is a winner

The 3 steps to find your best market opportunities

Time to let go? Why walking away from Plan A could be your first step towards success

Being agile: How to successfully balance focus and flexibility

Look before you leap: How to assess your market opportunity set

How established firms can spot market opportunities to add value