Turn communication into your startup’s biggest asset!

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Communications Guide for Startups

How to Win Customers, Investors, and new Talent through Inspiring Messaging

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\ with exciting insights from 70 international experts
\ contains best-practice examples based on the contributors’ valuable learnings and experiences
\ a perfect read for communication professionals and anyone eager to learn about successful communication
Turn communication into your startup’s biggest asset

Nine out of ten startups fail. One cause of failure is bad communication – both externally and internally. Yet there is little systematic advice on how startups and scale-ups can overcome this challenge and inspire all stakeholders around the company’s vision, values, and offering. This book closes this gap – with seventy experts sharing their learnings and experiences. It is a guide for all curious to learn more about how to win customers, investors and new talent through a convincing narrative, covering external, internal, social media and leadership communication.

A book for communication professionals and anyone who wants to learn more about successful communication in the startup world.

Lydia Prexl has been responsible for corporate communications at start-ups since 2019. For Getsafe, she built the communications function from the ground up; in 2022 she joined Unzer as Director of Communications. Before that, she worked as a communicator for numerous other companies.