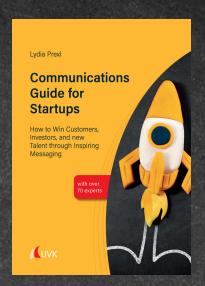
## Turn communication into your startup's biggest asset!



Lydia Prexl

## 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



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## 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 PrexI 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.





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