



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

1st edition 2022, 354 pages
€[D] 29,90
ISBN 978-3-7398-3218-0
eISBN 978-3-7398-8218-5

- \ 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 startups since 2019. For Getsafe, she built the communications function from the ground up; in 2022 she joined Unser as Director of Communications. Before that, she worked as a communicator for numerous other companies.



**UVK Verlag – Ein Unternehmen der
Narr Francke Attempo Verlag GmbH + Co. KG**
Dischingerweg 5 \ 72070 Tübingen \ Germany
Tel. +49 (0)7071 97 97 0 \ Fax +49 (0)7071 97 97 11
info@narr.de \ www.narr.de

