BOOK The Startup Playbook: Secrets of the Fastest-Growing Startups from Their Founding Entrepreneurs PDF





BOOK The Startup Playbook: Secrets of the Fastest-Growing Startups from Their Founding Entrepreneurs by by By David Kidder

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According to the Kauffman Index of Entrepreneurial Activity, more than 565,000 new businesses were created in 2010 in the United States alone—each one of them hoping to strike gold. The Startup Playbook will help them succeed. Going insider to insider with unprecedented access, New York Times bestselling author and Clickable CEO, David Kidder, shares the hard-hitting experiences of some of the world's most influential entrepreneurs and CEOs, revealing their most closely held advice. Face-to-face interviews with 40 founders give readers key insights into what it took to build PayPal, LinkedIn, AOL, TED, Flickr, and many others into household names. Special sections include topics ranging from how to select the right idea to pursue to finding funding and overcoming inevitable obstacles. In an economy demanding change, The Startup Playbook is the go-to for entrepreneurs big and small.

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