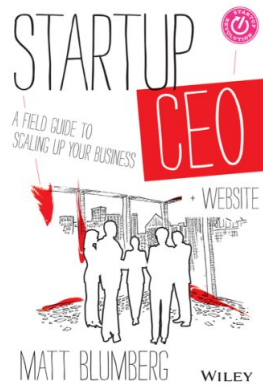


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Read Startup CEO: A Field Guide to Scaling Up Your Business by *by By*
Matt Blumberg

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A definitive book for any CEO - first time or otherwise - of a high-growth company. While big company CEOs are usually groomed for the job for years, startup CEOs aren't - and they're often young and relatively inexperienced in business in general. Author Matt Blumberg, a technology and marketing entrepreneur, knows this all too well. Back in 1999, he started a company called Return Path, which later became the driving force behind the creation of his blog, OnlyOnce - because "you're only a first time CEO once." Now, more than a decade later, he's written Startup CEO. As the fifth in the StartUp Revolution series, this reliable resource is based on Blumberg's experience as a startup CEO and covers a number of issues he's faced over the dozen years he's been a CEO. Engaging and informative, this book is essential reading for any, and every, CEO.

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