

[PDF] Upstart Start-Ups!

Ron Lieber - pdf download free book

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Author: Ron Lieber

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Description:

What do Dave Kapell of Magnetic Poetry, Amy Nye Wolf of Altitudes, and the brothers Gardner of the Motley Fool have in common? They're all, says Ron Lieber, founders of promising companies and on the road to success despite youth, skimpy track records, and minimal finances. In *Upstart Start-Ups*, Lieber--a twentysomething who snagged his first cover story in *Fortune* at age 24--explains how these aspiring moguls formed the ventures that have allowed them to strike out on their own in such impressive fashion. Lieber is both blunt and inspiring as he weaves their stories around solid advice aimed at readers who might like to follow in their footsteps. Tackling the process from idea formation, he describes finding and living with a business partner, capitalizing a venture without selling your soul, standing out in a crowded marketplace, and calling a meeting even if you've never called one before. He also devotes a chapter to the art of summoning the appropriate backup troops when truly necessary, regardless of whether that help must be secured from family members or professional gurus. --Howard Rothman --This text refers to the edition.

From Publishers Weekly Fortune writer Lieber (who's 26) gears this chatty guide to people under age 35 who don't have rich parents to help them get started. He distills the hard-won insights of 34 young entrepreneurs who launched successful start-ups?an online personal-finance forum, an art gallery, a wine distributorship, a funky Mexican restaurant, a chain of airport-based music stores, among others?and kept them going. Their firsthand experience is the core of the book, which follows the approach of Lieber's *Taking Time Off*, which advised college students by example in how to carefully tune in and temporarily drop out. While this is not a comprehensive, detailed handbook, the savvy tips of Lieber's interviewees acquaint tyros conceptually with a variety of standard business practices. They offer such basics as "Do What You Know," as one acne-prone woman now runs a thriving skin-care spa notes, to do-it-yourself market research, like that of a swimwear designer who apprenticed in retail to find out what women really wanted. Other young turks take us through formulating a business plan, attracting venture capital, hiring and firing employees, budgeting and so forth. This upbeat primer will serve as a springboard for readers of any age, though some of less sunny casts will scoff at its lack of fatal mistake-makers. Editor, Suzanne Oakes; agent, Anne Edelstein.

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