

Sherwin Greenblatt: Bose

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- Why start a company?
 - Vessel for developing technology
 - "To use technology and creativity to develop products and/or services that provide real and demonstrable benefits to people."
- Bose's founding principles
 - Hire good people
 - Pride in what they do
 - Give people freedom to grow
 - Play for the long run
 - Pays off in the long run
 - Publicly-traded companies too short-term focused
 - Always strive for excellence