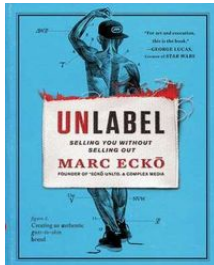


# UNLABEL: SELLING YOU WITHOUT SELLING OUT



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### Unlabel: Selling You Without Selling Out

Author	Marc Ecko
Original Book Format	Hardcover
Number of Pages	304 pages
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Filesize	7.42 MB

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## Peek Inside the Book

Reduce risk, lower your required capital, and focus on what you're really good at and hire others for what you are not.) This is something you should think about in any business: don't try to do everything. You aren't the best at everything. Find out where you have an advantage and stick to that. Marc Ecko, Unlabel: Selling You Without Selling Out //

## Reader's Opinions

Ecko made millions designing hip hop and skate culture inspired t-shirts and hoodies. In this book he explains how he overcame various production and marketing obstacles while trying to build the brand. I think the only part that interested me was how he found affordable ways to do full color screen printing. The 50th law written by...

4 stars because it's an interesting story. In particular, it's a fascinating story of how businesses change as they go from the garage to global market and how their founders' lives evolve from poor to hanging out with Puff Daddy. It's not especially well written and I thought the explicitly educational effort in it came off as pretty...