

# [GET] The Fixer: My Adventures Saving Startups from Death by Politics



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The famed political advisor to Uber, FanDuel, Lemonade, Tesla, and other startups reveals what really happens at the intersection of politics, tech, and business. Most new startups today are in highly regulated industries with strong incumbents - transportation, hotels, drones, energy, gaming, education, health care, cannabis, finance, liquor, insurance. The more startups try to snatch a piece of the establishment's pie, the more they risk running into a political wall. That's where Bradley Tusk comes in. Described as "Silicon Valley's Political Savior" (Fast Company), "Uber's Political Genius" (Vanity Fair) and "Silicon Valley's Favorite Fixer" (TechCrunch), Tusk deploys the skills and knowledge he developed working with Chuck Schumer, Michael Bloomberg, Rod Blagojevich, and other political and business legends to help startups fight back. This book goes behind the scenes on how he helped stop the taxi industry from killing Uber in its infancy, how he held insurance companies at bay while startup Lemonade launched in each state, and how he helped online sports betting sites FanDuel and Draft Kings escape the regulatory death grip casinos tried to put on them. As Tusk writes, "Every new company is essentially a tech startup. And when you disrupt someone in any industry, they don't say thank you. They punch you in the nose. These are the lessons startups

need to learn to punch back and survive the clutches of politics." Combining a firsthand glimpse behind the curtain with tangible advice for how any new venture can play the political game, The Fixer is a must-listen for aspiring entrepreneurs.

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