



## Upstart Start-Ups

By Ron Lieber

Crown Business. Paperback. Book Condition: New. Paperback. 240 pages. Dimensions: 8.9in. x 6.0in. x 0.7in. You're young and ambitious, with a great idea for a new software program, downtown music zine, or a better-than-Snapple beverage—but how do you turn your dream concept into a thriving business? Forget the ultra-conservative suits who scoffed when you brought your hot idea to their door! As Fortune magazine's Ron Lieber shows, you can actually turn your youth, inexperience, and lack of money to your advantage and capitalize on your assets to trump the corporate system, be your own boss, and turn your entrepreneurial vision into a reality. Based on interviews with more than thirty young, independent entrepreneurs who have developed some of today's hottest—even revolutionary—companies and products, *Upstart Start-Ups!* provides essential tips and information that will enable you to get your own Nantucket Nectars or Magnetic Poetry off the ground. Check out: The myths and realities you need to know about starting a business when you're under 30. How to generate your first brainstorm and how to act on a good idea. How to overcome the stigmas of youth and inexperience and make your age work to your advantage. How to develop a realistic business plan. Where and how to...



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*This book will not be effortless to start on reading through but very exciting to learn. It is amongst the most remarkable book i have got go through. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

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