

Founders At Work Stories Of Startups Early Days

Do you want more free book summaries like this? Download our app for free at https://www.QuickRead.com/App and get access to hundreds of free book and audiobook summaries. Founders at Work (2007) is a behind-the-scenes exploration at what went on in the early days of the United States ’ 30 most successful startups. Telling their stories in the founders ’ own words, Jessica Livingston explores the triumphs and tribulations which characterized the early days of companies like Hotmail and Blogger.com to chart their journey from fledgling startup to global corporations.

Have a startup idea? Want to launch it fast? People often spend years on working on startup ideas that fail—and they could have known long before, had they asked the hard questions earlier. Five-time tech founder Dave Parker has been there, and in Trajectory: Startup he offers a path to get you from ideation to launch and revenue in just six months. With a track record of starting companies from scratch, raising both angel and venture capital, and participating in eight exits as founder, operator, and board member, Parker’s experience is practical and actionable. Having sold three of his own startups and closed two, Parker learned just as much from his failures as from his successes, and he brings this wit and wisdom into his writing in a transparent way. Parker shares advice on:
• What makes a good idea that makes money
• Recruiting and working with cofounders
• Asking customers what product they want (customer development)
• How to build a tech product even as a non-tech founder
• How to get out of your head, ship a product, and make your first sale
Trajectory: Startup removes the mystery from the startup process and outlines a roadmap of tasks and timeframes, with monthly milestones and resources. This pre-accelerator program will help you get the momentum you need. Skip the Executive MBA and go make money! This guide makes starting a company accessible to a broad range of founders, investors, and employees who have the spark of innovation and drive to follow their dreams.

Experience is making a comeback. Learn how to repurpose your wisdom. At age 52, after selling the company he founded and ran as CEO for 24 years, rebel boutique hotelier Chip Conley was looking at an open horizon in midlife. Then he received a call from the young founders of Airbnb, asking him to help grow their disruptive start-up into a global hospitality giant. He had the industry experience, but Conley was lacking in the digital fluency of his 20-something colleagues. He didn’t write code, or have an Uber or Lyft app on his phone, was twice the age of the average Airbnb employee, and would be reporting to a CEO young enough to be his son. Conley quickly discovered that while he’d been hired as a teacher and mentor, he was also in many ways a student and intern. What emerged is the secret to thriving as a mid-life worker: learning to marry wisdom and experience with curiosity, a beginner’s mind, and a willingness to evolve, all hallmarks of the "Modern Elder." In a world that venerates the new, bright, and shiny, many of us are left feeling invisible, undervalued, and threatened by the "digital natives" nipping at our heels. But Conley argues that experience is on the brink of a comeback. Because at a time when power is shifting younger, companies are finally waking up to the value of the humility, emotional intelligence, and wisdom that come with age. And while digital skills might have only the shelf life of the latest fad or gadget, the human skills that mid-career workers possess--like good judgment, specialized knowledge, and the ability to collaborate and coach - never expire. Part manifesto and part playbook, Wisdom@Work ignites an urgent conversation about ageism in the workplace, calling on us to treat age as we would other type of diversity. In the process, Conley liberates the term

"elder" from the stigma of "elderly," and inspires us to embrace wisdom as a path to growing whole, not old. Whether you’ve been forced to make a mid-career change, are choosing to work past retirement age, or are struggling to keep up with the millennials rising up the ranks, Wisdom@Work will help you write your next chapter.

What if you could tap the power of the most accomplished innovators, entrepreneurs and founders in the world? What if you knew how they each forged a winning template for success?? Welcome to a model that builds on who you are, and who you must become. A flexible approach that begins with the reality that creating amazing products, reinventing companies and recharging careers is about recognizing what makes us tick.The Entrepreneur’s Faces will help you identify the ten essential entrepreneurial types to propel your professional growth, and better gauge potential partners on the journey to success.

Interviews with 19 Programmers who Shaped the Computer Industry

Stories from the Region ’ s Top Technopreneurs

A New Roadmap for Entrepreneurial Success

Founders at Work by Jessica Livingston (Summary)

Ideation to Product/Market Fit

A Female Founder’s (Wild) Journey Through the (Hyper-Masculine) Tech Startup World

Wisdom at Work

A Field Guide to Scaling Up Your Business (Techstars)

***A Washington Post Bestseller Three Principles for Managing—and Avoiding—the Problems of Growth Why is profitable growth so hard to achieve and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But when Bain & Company’s Chris Zook and James Allen, authors of the bestselling Profit from the Core, researched this question, they found that when companies fail to achieve their growth targets, 90 percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few. What’s more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to grow further—and can actively lead to decline. The key insight from Zook and Allen’s research is that managing these choke points requires a “founder’s mentality”—behaviors typically embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers:
• An insurgent’s clear mission and purpose
• An unambiguous owner mindset
• A relentless obsession with the front line
Based on the authors’ decade-long study of companies in more than forty countries, The Founder’s Mentality demonstrates the strong relationship between these three traits in companies of all kinds—not just start-ups—and their ability to sustain performance. Through rich analysis and inspiring examples, this book shows how any leader—not only a founder—can instill and leverage a founder’s mentality throughout their organization and find lasting, profitable growth.***

"Every VC is chasing a unicorn-those billion dollar companies that fundamentally change their industries, and every entrepreneur certainly wants to become one. For Super Founders, author Ali Tamaseb gathered and analyzed 40,000 data points about the 200+ unicorns founded since 2005 and found out what these billion dollar companies and their founders actually looked like. And you’ll be surprised by what he discovered. Half of unicorn founders are over 35. Most founders don’t have any directly relevant work experience in the industry they’re disrupting. There’s no disadvantage to being a solo founder. Sixty percent of billion dollar companies are started by repeat entrepreneurs, many of whom already have at least one \$50M+ exit under their belt. And over half of unicorns were competing with multiple incumbents at the time of their founding. What we thought we knew about these companies doesn’t turn out to be true, which has serious implications for both the kinds of startups that get funding and the for the kinds of people who decide to start companies in the first place. Super Founders gives readers an unprecedented look not just at what the data tells us about the world’s most successful startups and the people who create them, but also at those companies and founders themselves, many of which are not well-known among the general public. A blend of data, analysis, stories and exclusive interviews, the book is a paradigm-shifting guide for entrepreneurs and the investment community. You may look more like a Super Founder than you think!!--

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

“No two exit experiences are exactly alike. Some people wind up happy with the process and satisfied with the way it turned out while others look back on it as a nightmare. The question I hope to answer in this book is why. What did the people with ‘good’ exits do differently from those who’d had ‘bad’ exits?” When pioneering business journalist and Inc. magazine editor at large Bo Burlingham wrote Small Giants, it became an instant classic for its original take on a common business problem—how to handle the pressure to grow. Now Burlingham is back to tackle an even more common problem—how to exit your company well. Sooner or later, all entrepreneurs leave their businesses and all businesses get sold, given away, or liquidated. Whatever your preferred outcome, you need to start planning for it while you still have time and options. The beautiful part is that if you start early enough, the process will lead you to build a better, stronger, more resilient company, as well as one with a higher market value. Unfortunately, most owners don’t start early enough—and pay a steep price for their procrastination. Burlingham interviewed dozens of entrepreneurs across a range of industries and identified eight key factors that determine whether owners are happy after leaving their businesses. His book showcases the insights, exit plans, and cautionary tales of entrepreneurs such as Ray Pagano: founder of a leading manufacturer of housings for security cameras. He turned down a bid for his company and instead changed his management style, resulting in a subsequent sale for four times the original offer. Bill Niman: founder of the iconic Niman Ranch, which revolutionized the meat industry. He learned about unhappy exits when he was forced to sell to private equity investors, leaving him with nothing to show for his thirty-five years in business. Gary Hirshberg: founder of organic yogurt pioneer Stonyfield Farm. He pulled off the nearly impossible task of finding a large company that would buy out his 275 small investors at a premium price while letting him retain complete control of the business. Through such stories, Burlingham offers an illuminating and inspirational guide to one of the most stressful, and yet potentially rewarding, processes business owners must go through. And he explores the emotional challenges they face at every step of the way. At the end of the day, owning a business is about more than selling goods and services. It’s about making choices that shape your entire life, both professional and personal. Finish Big helps you figure out how to face your future with confidence and be able to someday look back on your journey with pride.

Sam Walton

A Book for Disruptors

Founders and Organizational Development

Build Products Businesses Want

Inside Y Combinator

Stories of Startups' Early Days

Super Founders

The Story of Paypal and the Entrepreneurs Who Shaped Silicon Valley

WINNER OF BUSINESS BOOK OF THE YEAR AWARD 2020: LEADERSHIP FOR THE FUTURE A Financial Times Business Book of the Month 'A brilliant set of leadership tools that will help you succeed whatever your goal' - Sir Clive Woodward 'A punchy, plainly written guide, offering a readable and enlightened view of what leaders do and how they should do it' - Financial Times 'A new rubric on leadership: the life-changing, career-transforming power to get stuff done. These principles and actionable steps apply to every field, from small businesses to community initiatives, from schools to sports teams to global enterprises. No matter your goal, this book will show you how to: - make effective decisions - build a world-class team - take care of yourself and others - achieve results

Do you have the key to building a billion-dollar business in an emerging economy? The entrepreneurs in this book do. Unlocking Unicorns features diverse stories from successful billion-dollar startup founders in Africa, Asia, and the Middle East. Learn about how the Internet is revolutionizing non-Western countries and corporations through stories that touch on Philosophies such as "Guanxi" and "Framework" The journeys of ten diverse entrepreneurs including Jack Ma (founder of Alibaba), Kiran Mazumdar-Shaw (founder of Biocon), Mudassir Sheikh (founder of Careem), Bang Si-Hyuk (producer behind BTS), Cher Wang (founder of HTC), Mitchell Elegeb (founder of Africa's first billion-dollar FinTech company), and more Michael Bervell's three-part framework that can be applied within any industry. Discover the mental models and characteristics that enabled founders in Africa, Asia, and the Middle East to overcome and adapt to brain drain, leapfrogging technologies, location-based discrimination, and government unrest. Unlocking Unicorns is the key to success for aspiring global founders or emerging economy investors who want to do business in the international, interconnected world. The Founder's Dilemmas examines how early decisions by entrepreneurs can make or break a startup and its team. Drawing on a decade of research, including quantitative data on almost ten thousand founders as well as inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common pitfalls founders face and how to avoid them.

This book describes the experiences and successes of female innovators and entrepreneurs in the still largely male-dominated tech-world in twenty candid interviews. It highlights the varied life and career stories that lead these women to the top positions in the technology industry that they are in now. Interviews include CEOs, founders, and inventors from a wide spectrum of tech organizations, including online education, and video games. Interviewer Danielle Newnham, a mobile startup and e-commerce entrepreneur herself as well as an online community organizer, presents the insights, instructive anecdotes, and advice shared with her in the interviews, including stories about raising capital for one's start-up, and about the obstacles these women encountered and how they overcame them. The book is looking to get into the industry, and more in general: to everyone wanting to learn how they can contribute to leveling the field of occupational opportunity and to strengthening teams and companies through merit and diversity.

Gamers at Work

Get Your Startup Story Straight

The Founders

Stories Behind the Games People Play

Programmers at Work

Let Over Lambda

Surprising Truths from the World's Most Successful Entrepreneurs

Finish Big

What can you learn from a Silicon Valley legend and a pantheon of iconic leaders? The key to scaling a successful business isn't talent, network, or strategy. It's an entrepreneurial mindset—and that mindset can be cultivated. "If you're scaling a company—or if you just love a well-told story—this is a book to savor."—Robert Iger, #1 New York Times bestselling author of The Ride of a Lifetime Behind the scenes in Silicon Valley, Reid Hoffman (founder of LinkedIn, investor at Greylock) is a sought-after adviser to heads of companies and heads of state. On each episode of his podcast, Masters of Scale, he sits down with a guest from an all-star list of visionary founders and leaders, digging into the surprising strategies that power their company's growth. In this book, he draws on their most riveting, revealing stories—as well as his own experience as a founder and investor—to distill the secrets behind the most extraordinary success stories of our times. Here, Hoffman teams up with Masters of Scale's executive producers to offer a rare window into the entrepreneurial mind, sharing hard-won wisdom from leaders of iconic companies (including Apple, Nike, Netflix, Spotify, Starbucks, Google, Instagram, and Microsoft) as well as the bold, disruptive startups (such as 23andMe, TaskRabbit, Black List, and Walker & Co.) that are solving the problems of the twenty-first century. Through vivid storytelling and incisive analysis, Masters of Scale distills their collective insights into a set of counterintuitive principles that anyone can use. How do you find a winning idea and turn it into a scalable venture? What can you learn from a “squirmy no”? When should you stop listening to your customers? Which fires should you put out right away, and which should you let burn? And can you really make money while making the world a better place? (Answer: Yes. But you have to keep your profits and values aligned.) Based on more than a hundred interviews and including a wealth of new material never aired on the podcast, this unique insider's guide will inspire you to reimagine how you do business today.

What does it take to successfully launch and scale a startup in Asia? While much of modern business literature covers Silicon Valley and its founders, building a company in Asia—a world center of technology and innovation—is a vastly different journey, and not nearly as widely covered. This book aims to change that. Asian Founders at Work is an essential compilation of in-depth, incisive interviews with over 20 top technopreneurs from the region. Authors Ezra Ferraz and Gracy Fernandez have gathered their exclusive conversations with business leaders: Min-Liang Tan (Razer), Maria Ressa (Rappler), Chatri Sityodtong (ONE Championship), Patrick Grove (iflix), and Khailee Ng (500 Startups) are just a few. Questions about early difficulties, fundraising, business pivots, strategic partnerships, exits via acquisition or IPO, and more are answered in great detail to shine a light on the founders’ unique experiences. Learn directly from game-changers in their own voice. By documenting these stories, the authors have created the largest and most comprehensive record of successes to date. Whether you are an aspiring entrepreneur yourself, a business student wanting to become well-versed in international practices, or an owner looking to expand to the area, this book provides a thorough guide to the startup culture in Asia from the most knowledgeable sources possible. What You Will Learn Gain business knowledge of practices that are localized to Asia Become familiar with essential startup topics, including product development, user acquisition, recruiting, and fundraising Study individual companies and founders, and an overview of startup culture Who This Book Is For Those in the tech ecosystem in East, Southeast, and South Asia, including aspiring founders or current founders who have started their entrepreneurial journey. This book is also for people outside of Asia who have an interest in the region. Entrepreneurs or businesspeople can refer to this book as they consider expansion into the area. Researchers and readers can pick up this book if they are curious about the business landscape of Asia and want to hear directly from game-changing founders.

"Gamers at Work is a critical resource for new and experienced business leaders—for anyone who feels unprepared for the demanding and seemingly insurmountable trials ahead of them." —Peter Molyneux OBE, founder, Lionhead Studios "Gamers at Work explores every imaginable subtlety of the video-game industry through the fascinating stories of those who took the risks and reaped the rewards." —Hal Halpin, president, Entertainment Consumers Association "This is the sort of book that can tear the most hardcore gamers away from their PCs, Macs, or consoles for a few hours of rewarding reading." —North County Times "Gamers at Work is truly an invaluable resource that's well worth adding to your personal library." —Wii Love It There are few companies in the video-game industry that have withstood the test of time: most startups exit as quickly as they enter. In Gamers at Work: Stories Behind the Games People Play, the countless challenges of building successful video-game developers and publishers in this unstable industry are explored through interviews containing entertaining stories, humorous anecdotes, and lessons learned the hard way. Gamers at Work presents an inside look at how 18 industry leaders play the odds, seize opportunities, and transform small businesses into great businesses. Here, in Gamers at Work, you will find their stories replete with their personal struggles, corporate intrigue, and insights into strategy, leadership, and management. Gamers at Work: Explores the formation of entertainment software companies from the perspectives of successful founders who played the odds Provides insight into why experienced professionals sacrifice the comfort of gainful employment for the uncertainty and risk of the startup Shares the experiences and lessons that shape the lives, decisions, and struggles of entrepreneurs in this volatile business As an added bonus, check out Online Game Pioneers at Work, published in 2015, for even more incredible stories from leaders in the mobile space. Featured Entrepreneurs: Trip Hawkins, Electronic Arts (Madden NFL) Nolan Bushnell, Atari (Pong) Wild Bill Stealey, MicroProse Software (Sid Meier’s Civilization) Tony Goodman, Ensemble Studios (Age of Empires) Feargus Urquhart, Obsidian Entertainment (Star Wars: Knights of the Old Republic II) Tim Cain, Troika Games (Arcanum, Vampire: the Masquerade—Bloodlines) Warren Spector, Junction Point Studios (Disney Epic Mickey) Doug & Gary Carlston, Broderbund Software (Prince of Persia, Carmen Sandiego) Don Daglow, Stormfront Software (Neverwinter Nights, Tony La Russa Baseball) John Smedley, Verant Interactive (EverQuest, PlanetSide) Ken Williams, Sierra On-Line (King’s Quest, Leisure Suit Larry) Lorne Lanning, Oddworld Inhabitants (Oddworld) Chris Ulm, Appy Entertainment (FaceFighter, Trucks & Skulls) Tobī Saulnier, 1st Playable (Kung Zhu, Yogi Bear) Christopher Weaver, Bethesda Softworks (The Elder Scrolls) Jason Rubin, Naughty Dog (Crash Bandicoot, Uncharted) Ted Price, Insomniac Games (Spyro, Resistance) Other books in the APress At Work Series: Coders at Work, Seibel, 978-1-4302-1948-4 Venture Capitalists at Work, Shah & Shah, 978-1-4302-3837-9 CIOs at Work, Yourdon, 978-1-4302-3554-5 CTOs at Work, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 Founders at Work, Livingston, 978-1-4302-1078-8 European Founders at Work, Santos, 978-1-4302-3906-2 Women Leaders at Work, Ghaffari, 978-1-4302-3729-7 Advertisers at Work, Tuten, 978-1-4302-3828-7

This book sheds light on one of the biggest development issues of our time: how the rise of entrepreneurship and the associated mindset is likely to unfold in unexpected places and change socio-economic and political fortunes. Focusing on the Balkan Peninsula, the authors explore the early success of young entrepreneurial ecosystems in the region and highlight the dangers of direct comparison with more mature entrepreneurial centres. Offering fresh insights, this brand new book presents an analytical overview of the entrepreneurial domain that enabled Bulgaria to become the start-up capital of the Balkans. With empirical data gathered from over 80 interviews and case studies, the authors address the needs of decision-makers and managers in many countries which are on the path towards nurturing entrepreneurial ecosystems.

The Founder's Mentality
A Painfully Honest Field Guide to the Startup World
Don't Mess It Up
The Making of a Modern Elder
Female Innovators at Work
Trajectory: Startup
Founders at Work
What Data Reveals about Billion-Dollar Startups

Founders at Work recounts the early struggles for independence and acceptance of many of modern technology 's giants, through personal interviews that are at times hilarious, at times painful, and always inspiring. As human-interest stories they will interest the same audience that enjoys reading about the Google founders in PEOPLE magazine. These stories are exceptionally interesting, because they're about the early stages, when the founders were younger and inexperienced. Most readers know startup founders only as confident millionaires. As novices trying to find their way by trial and error, they're more human, and easier for the reader to identify with.

Presents information how to spot and sidestep roadblocks on the entrepreneurial journey and sets readers on a path to startup success.

« This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gerea, CEO & Co-founder, UsabilityChefs Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps: • Assess the market potential of opportunities to find the right opportunity for your team • Find early adopters, quickly establish credibility and convince business stakeholders to work with you • Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision • Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit • Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation « The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze 86% of Readers Rated it 5-Stars « Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » - Jonathan Gebauer, Founder, exploreB2B « Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies « Probably the most slept on book in the Lean startup market right now.... There is no sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen... literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur « The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software « This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » - Paul Gillin, Co-Author, Social Marketing to the Business Customer

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover how the groups of web giants were built, and how their success, based on innovative ideas, took place from the very first years. You will also discover that : success does not necessarily depend on a grandiose project and substantial funds; the simplest ideas are often the best; it is necessary to know your product well: success is more often achieved when a technician founds a company than when he is a salesman; you need to know how to surround yourself with the right people and be lucky to create an efficient network. Based on interviews with the founders of some of the most popular startups on the web, Jessica Livingston reveals their common characteristics: an unwavering determination to create a project that works, an unfailing perseverance, an adaptability that requires a great flexibility of mind and a real motivation, residing more in the love of a job well done and the desire to change the world than in the desire to make a lot of money. In a large company, the time spent on looking efficient is less and less time spent on productivity. Startups, on the other hand, prefer working methods that leave less room for appearances and focus on efficiency. This book proposes to explore what, according to their creators, has made the greatest successes on the web. *Buy now the summary of this book for the modest price of a cup of coffee!

Unlocking Unicorns
Reflections on the Craft of Programming
Entrepreneurial Ecosystems in Unexpected Places
Ten Startup Stories from Diverse Billion-dollar Founders in Africa, Asia, and the Middle East
How Great Entrepreneurs Exit Their Companies on Top
The Everything Store

Founders At Work: Stories Of Startups' Early Days

The Launch Pad
Founders at WorkStories of Startups' Early DaysApress

Founders and Organizational Development: The Etiology and Theory of Founder's Syndrome is designed to help today's researchers, faculty, students and practitioners become familiar with the etiology and dynamics of Founder's Syndrome as an organizational condition challenging nonprofit/nongovernmental, social enterprise, and for-profit and publicly traded organizations. The book uses applied social and psychological theories and concepts to peel away the layers of an organizational enigma, revealing three causes of Founder's Syndrome and insight into the power and privileges assumed by founders who engage in undesirable and self-destructive behaviors leading to their termination; going from hero status to antihero. Researchers, instructors, students, and practitioners will find thought-provoking case studies from the real world of organization development practice. Segments from interviews during interventions reveal the type of emotional turmoil experienced in organizations where founder's syndrome is present. Insight is provided into accounts of well-known founders who were terminated or forced to resign. The unique features of this book include: integrating theory into practice, describing a new theory about the psychological reaction of founder's syndrome victims, prevention ideas when designing new organizations, strategies for intervention, using content based on research and organization development consultation experiences, and, integrating feedback from students who have launched organizations.

Meet a genuine American folk hero cut from the homespun cloth of America's heartland: Sam Walton, who played a single dime store in a hardscrabble cotton town into Wal-Mart, the largest retailer in the world. The undisputed merchant king of the late twentieth century, Sam never lost the common touch. Here, finally, inimitable words. Genuinely modest, but always sure if his ambitions and achievements. Sam shares his thinking in a candid, straight-from-the-shoulder style. In a story rich with anecdotes and the "rules of the road" of both Main Street and Wall Street, Sam Walton chronicles the inspiration, heart, and optimism that propelled him to lasso the American Dream.

Black Founders at Work: Journeys to Innovation is a collection of firsthand insights and lived experiences of entrepreneurs and investors building high-growth technology companies. It recounts the stores of modern tech innovation directly from the Black founders and investors driving it. From military veterans to non-technical founders to chance encounters and multi-million dollar exists, Black Founders at Work: Journeys to Innovation captures the varied paths of Black excellence and innovation to, through and beyond Silicon Valley. By telling our own stories, we expand and inspire the next generation of invention.

Coders at Work
This Better Work
That Will Never Work
Jeff Bezos and the Age of Amazon
WeWork, Adam Neumann, and the Great Startup Delusion
How Founders and Their Successors Can Avoid the Clichés That Inhibit Growth
Anticipating and Avoiding the Pitfalls That Can Sink a Startup
Masters of Scale

You're only a startup CEO once. Do it well with Startup CEO, a "master class in building a business."—Dick Costolo, Former CEO, Twitter Being a startup CEO is a job like no other: it's difficult, risky, stressful, lonely, and often learned through trial and error. As a startup CEO seeing things for the first time, you're likely to make mistakes, fail, get things wrong, and feel like you don't have any control over outcomes. Author Matt Blumberg has been there, and in Startup CEO he shares his experience, mistakes, and lessons learned as he guided Return Path from a handful of employees and no revenues to over \$100 million in revenues and 500 employees. Startup CEO is not a memoir of Return Path's 20-year journey but a thoughtful CEO-focused book that provides first-time CEOs with advice, tools, and approaches for the situations that startup CEOs will face. You'll learn: How to tell your story to new hires, investors, and customers for greater alignment How to create a values-based culture for speed and engagement How to create business and personal operating systems so that you can balance your life and grow your company at the same time How to develop, lead, and leverage your board of directors for greater impact How to ensure that your company is bought, not sold, when you exit Startup CEO is the field guide every CEO needs throughout the growth of their company.

In European Founders at Work, several of the top European startup founders and venture capitalists are interviewed to explain their respective paths to building a successful company. It takes a similar approach to Venture Capitalists at Work and other books in Apress' elite At Work series but with a focus on the differences between building a successful company in Europe versus the U.S. These insightful interviews are presented in a way that will help readers understand the founders local or a global views, how they competed on the global scale, if and how they got funding and their main challenges and opportunities. The companies chosen to be interviewed are a mix of unique worldwide ventures: European-only ventures and even a few copycats of already-proven concepts. As such, it provides a balanced view on the European scene. This mix also includes companies that started in Europe and moved to the U.S., companies who went IPO in their country of origin, companies with European venture capital backing, and companies that bootstrapped their way to success. Foreword by Saul Klein, Founder of LOVEFiLM and The Accelerator Group. Other books in the Apress At Work Series: Coders at Work, Seibel, 978-1-4302-1948-4 Venture Capitalists at Work, Shah & Shah, 978-1-4302-3837-9 CIOs at Work, Yourdon, 978-1-4302-3554-5 CTOs at Work, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 Founders at Work, Livingston, 978-1-4302-1078-8 Women Leaders at Work, Ghaffari, 978-1-4302-3729-7 Advertisers at Work, Tuten, 978-1-4302-3828-7 Gamers at Work, Ramsay, 978-1-4302-3351-0

Let Over Lambda is one of the most hardcore computer programming books out there. Starting with the fundamentals, it describes the most advanced features of the most advanced language: Common Lisp. Only the top percentile of programmers use lisp and if you can understand this book you are in the top percentile of lisp programmers. If you are looking for a dry coding manual that re-hashes common-sense techniques in whatever langue du jour, this book is not for you. This book is about pushing the boundaries of what we know about programming. While this book teaches useful skills that can help solve your programming problems today and now, it has also been designed to be entertaining and inspiring. If you have ever wondered what lisp or even programming itself is really about, this is the book you have been looking for.

Why did so many intelligent people-from venture capitalists to Wall Street elite-fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth \$47 billion-on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller. Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade of power brokers desperate to get a slice of what he was selling: the country's most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet, sometimes clouded with marijuana smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. .

The Etiology and Theory of Founder's Syndrome
The Cult of We
Asian Founders at Work
No Bullsh*t Leadership
Journeys to Innovation
The Founder's Dilemmas
Women on Top of Tech
Lost and Founder

Peter Seibel interviews 15 of the most interesting computer programmers alive today in Coders at Work, offering a companion volume to Apress's highly acclaimed best-seller Founders at Work by Jessica Livingston. As the words "at work" suggest, Peter Seibel focuses on how his interviewees tackle the day-to-day work of programming, while revealing much more, like how they became great programmers, how they recognize programming talent in others, and what kinds of problems they find most interesting. Hundreds of people have suggested names of programmers to interview on the Coders at Work web site: www.codersatwork.com. The complete list was 284 names. Having digested everyone's feedback, we selected 15 folks who've been kind enough to agree to be interviewed: Frances Allen: Pioneer in optimizing compilers, first woman to win the Turing Award (2006) and first female IBM fellow Joe Armstrong: Inventor of Erlang Joshua Bloch: Author of the Java collections framework, now at Google Bernie Cosell: One of the main software guys behind the original ARPANET IMPs and a master debugger Douglas Crockford: JSON founder, JavaScript architect at Yahoo! L. Peter Deutsch: Author of Ghostscript, implementer of Smalltalk-80 at Xerox PARC and Lisp 1.5 on PDP-1 Brendan Eich: Inventor of JavaScript, CTO of the Mozilla Corporation Brad Fitzpatrick: Writer of LiveJournal, OpenID, memcached, and Perlbal Dan Ingalls: Smalltalk implementor and designer Simon Peyton Jones: Coinventor of Haskell and Lead designer of Glasgow Haskell Compiler Donald Knuth: Author of The Art of Computer Programming and creator of TeX Peter Norvig: Director of Research at Google and author of the standard text on AI Guy Steele: Coinventor of Scheme and part of the Common Lisp Gang of Five, currently working on Fortress Ken Thompson: Inventor of UNIX Jamie Zawinski: Author of XEmacs and early Netscape/Mozilla hacker

In the tradition of Phil Knight's Shoe Dog comes the incredible untold story of how Netflix went from concept to company-all revealed by co-founder and first CEO Marc Randolph. Once upon a time, brick-and-mortar video stores were king. Late fees were ubiquitous, video-streaming unheard of, and widespread DVD adoption seemed about as imminent as flying cars. Indeed, these were the widely accepted laws of the land in 1997, when Marc Randolph had an idea. It was a simple thought--leveraging the internet to rent movies--and was just one of many more and far worse proposals, like personalized baseball bats and a shampoo delivery service, that Randolph would pitch to his business partner, Reed Hastings, on their commute to work each morning. But Hastings was intrigued, and the pair--with Hastings as the primary investor and Randolph as the CEO--founded a company. Now with over 150 million subscribers, Netflix's triumph feels inevitable, but the twenty first century's most disruptive start up began with few believers and calamity at every turn. From having to pitch his own mother on being an early investor, to the motel conference room that served as a first office, to server crashes on launch day, to the now-infamous meeting when Netflix brass pitched Blockbuster to acquire them, Marc Randolph's transformational journey exemplifies how anyone with grit, gut instincts, and determination can change the world--even with an idea that many think will never work. What emerges, though, isn't just the inside story of one of the world's most iconic companies. Full of counter-intuitive concepts and written in binge-worthy prose, it answers some of our most fundamental questions about taking that leap of faith in business or in life: How do you begin? How do you weather disappointment and failure? How do you deal with success? What even is success? From idea generation to team building to knowing when it's time to let go, That Will Never Work is not only the ultimate follow-your-dreams parable, but also one of the most dramatic and insightful entrepreneurial stories of our time.

The Los Angeles Times and USA Today bestseller! Wise, practical, and profitable letters to entrepreneurs, leaders, managers, and business owners in every field--from a leading executive, investor, and business founder More than 600,000 new businesses are launched each year. How can a start-up find the funding it needs to survive? When, if at all, should a company go public? How does an entrepreneur build and manage a workplace--and create a lasting legacy? Maynard Webb has helped found, fund, and grow dozens of successful companies, and has driven strategic change at Salesforce, eBay, Everwise, and Visa, among other worldwide corporations. Known for offering savvy insight, encouragement, and a dose of reality in the form of engaging personal letters to a select group of business leaders, Webb now shares his lessons with the rest of America's aspiring entrepreneurs--at any age and stage in their careers--in Dear Founder. Featuring more than eighty inspiring, informative, and instructive letters, Dear Founder is rich with sound advice on an array of business topics, from turning your idea into a reality to building a culture, to reaching key financial goals. This book is an indispensable guide to navigating the realities, risks, and rewards of being your own boss--and founding the company of your dreams.

In Don't Mess It Up: How Founders and Their Successors Can Avoid the Clichés That Inhibit Growth, author and six-time second CEO Les Trachtman offers his expertise on the most effective ways to successfully hand off your company to a worthy successor. He also has advice for those who are inheriting a business and want to take it to the next level, as well as for boards who are dealing with these leadership transitions. In his direct, no-nonsense approach, Les shows readers how seemingly harmless business clichés such as "get it right" and "be careful" can have a detrimental effect on a company's future by conveying that such

imperative ingredients such as risk and innovation are things to now be avoided. Readers will learn how to:

- *Understand the metamorphosis required to transition from great founder to great CEO*
- *Know when, and if, it's time to replace yourself*
- *Pick the right successor*
- *Prepare yourself and your company for the fragile transition*
- *Create a successful CEO transition*
- *Separate yourself from the company*

There is likely no one more experienced in founder transitions than Les Trachtman. He has been an innovative and respected successor at six different companies; let his hard-won advice guide you through your transition and toward success.

SUMMARY - Founders At Work: Stories Of Startups Early Days By Jessica Livingston
The Birth of Netflix and the Amazing Life of an Idea

How Makers, Visionaries and Outsiders Succeed

Made In America

Why the World Needs More Everyday Leaders and Why That Leader Is You

Why Startups Fail

Letters of Advice for Anyone Who Leads, Manages, or Wants to Start a Business

*National Bestseller * New York Times Editors' Choice * Financial Times "Books to Read in 2022" "A gripping account of PayPal's origins and a vivid portrait of the geeks and contrarians who made its meteoric rise possible" (The Wall Street Journal)—including Elon Musk, Amy Rowe Klement, Peter Thiel, Julie Anderson, Max Levchin, Reid Hoffman, and many others whose stories have never been shared. Today, PayPal's founders and earliest employees are considered the technology industry's most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook, YouTube, SpaceX, Yelp, Palantir, and LinkedIn, among many others. As a group, they have driven twenty-first-century innovation and entrepreneurship. Their names stir passions; they're as controversial as they are admired. Yet for all their influence, the story of where they first started has gone largely untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payments start-up called PayPal. In building what became one of the world's foremost companies, they faced bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. Their success was anything but certain. In *The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley*, award-winning author and biographer Jimmy Soni explores PayPal's turbulent early days. With hundreds of interviews and unprecedented access to thousands of pages of internal material, he shows how the seeds of so much of what shapes our world today—fast-scaling digital start-ups, cashless currency concepts, mobile money transfer—were planted two decades ago. He also reveals the stories of countless individuals who were left out of the front-page features and banner headlines but who were central to PayPal's success. Described as "an intensely magnetic chronicle" (The New York Times) and "engrossing" (Business Insider), *The Founders* is a story of iteration and inventiveness—the products of which have cast a long and powerful shadow over modern life. This narrative illustrates how this rare assemblage of talent came to work together and how their collaboration changed our world forever.*

THE HOW-TO GUIDE FOR INNOVATORS TO IMPROVE THEIR IDEAS AND SUCCESSFULLY LAUNCH THEM THROUGH THE POWER OF NARRATIVE In a world that's been turned upside down by a pandemic, social upheavals, environmental disasters, and economic disruptions, the need for reinvention is paramount. While many entrepreneurs and innovators have brilliant ideas, they desperately need the skills to successfully articulate their vision to investors, prospective customers, employees, and stakeholders. In this informative and empowering book, David Riemer breaks down the storytelling clutter so you can gain the attention you need to be successful. Storytelling is foundational. If you have a groundbreaking invention in mind or have a plan to solve worldwide problems, *Get Your Startup Story Straight* is the tool you need to create better customer-focused solutions, motivate more backers to your project, and ultimately dominate in the market. Broken down into three acts, this book will allow you to discover the building blocks of your narrative, the storytelling techniques to convey your ideas clearly, and the archetypes for inspiration. Equipped with a better understanding of your narrative, you will be able to:

- *Maintain a constant focus on your customer (your protagonist) - Understand what makes them tick in a more meaningful way - And focus the product development efforts through the lens of this narrative*
- The author's own words tell it all: "Innovators are ubiquitous nowadays, and for this community, storytelling is essential." If you are a creator struggling to get others on board, this is the handbook to refine your story to guide your product strategy, shape your company, and ultimately improve lives.

Most of the founder stories we hear are the successful ones—the ones with happy endings. This is not that kind of story. Being a founder comes with only one guarantee: at times, the obstacles will be so absurdly difficult they will seem almost comical. While you can't predict what's ahead, you can prepare for it. And you can learn a lot from Lysie Campbell's experiences since she's survived everything a startup can throw at you. In *This Better Work*, Lysie Campbell shares the true stories of her fifteen-year journey through the hyper-masculine tech startup world—the good, the bad, and the ugly. Learn how she raised millions in venture capital funding, hired for every startup role, braved two accelerators, experienced one successful exit, and burned one startup to the ground. Was the journey everything she thought it would be? Absolutely not. It rarely is. But it did generate priceless advice that can help other startup founders make better decisions—and avoid some horrible mistakes.

Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

Examining the Success Factors of Regional Entrepreneurship

Lean B2B

Black Founders at Work

European Founders at Work

50 Years of Lisp

Startup CEO

The Entrepreneur's Faces

The Entrepreneur's Weekly Nietzsche

Now available in paperback—with a new preface and interview with Jessica Livingston about Y Combinator! *Founders at Work: Stories of Startups' Early Days* is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you. A behind-the-scenes look at how tomorrow's hottest startups are being primed for greatness Investment firm Y Combinator is the most sought-after home for startups in Silicon Valley. Twice a year, it funds dozens of just-founded startups and provides three months of guidance from Paul Graham, YC's impresario, and his partners. Receiving an offer from YC creates the opportunity of a lifetime. Acclaimed journalist Randall Stross was granted unprecedented access to Y Combinator, enabling a unique inside tour of the world of software startups. Over the course of a summer, we watch as a group of founders scramble to make something people want. This is the definitive story of a seismic shift in the business world, in which coding skill trumps experience, undergraduates confidently take on Goliaths, and investors fall in love.

FRIEDRICH NIETZSCHE-PATRON PHILOSOPHER OF TODAY'S DISRUPTIVE ENTREPRENEURS His favorite personality was a "free spirit" an obsessed individual with a vision of the future and the will to make it so, a rebel who creates the future with childlike enthusiasm. Now, serial entrepreneur Dave Jilk and venture capitalist Brad Feld extract from Nietzsche a modern Art of War, connecting the dots to our high-tech business environment. Each quick, digestible chapter expands on a quote from Nietzsche to stimulate your thinking about a vital aspect of entrepreneurship, and stories from entrepreneurs help make the ideas concrete. Understand why hitting bottom might be the best thing that can happen, how your firm's "artistic style" can align your organization, and the role obsession plays in your success—and your definition of it. Glean insight and inspiration from every page of this surprising, approachable gem.

Dear Founder

How to Overcome the Predictable Crises of Growth