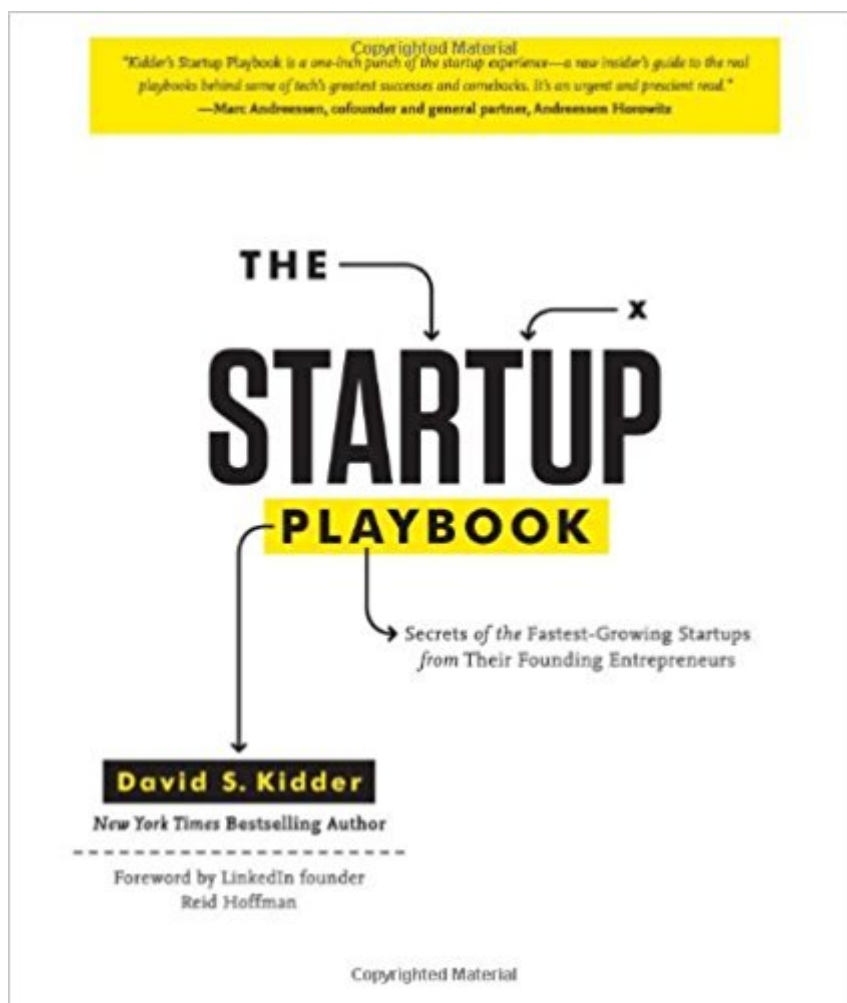


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# The Startup Playbook: Secrets Of The Fastest-Growing Startups From Their Founding Entrepreneurs



## Synopsis

According to the Kauffman Index of Entrepreneurial Activity, more than 565,000 new businesses were created in 2010 in the United States alone—each one of them hoping to strike gold. The Startup Playbook will help them succeed. Going insider to insider with unprecedented access, New York Times bestselling author and Clickable CEO, David Kidder, shares the hard-hitting experiences of some of the world's most influential entrepreneurs and CEOs, revealing their most closely held advice. Face-to-face interviews with 40 founders give readers key insights into what it took to build PayPal, LinkedIn, AOL, TED, Flickr, and many others into household names. Special sections include topics ranging from how to select the right idea to pursue to finding funding and overcoming inevitable obstacles. In an economy demanding change, The Startup Playbook is the go-to for entrepreneurs big and small.

## Book Information

Hardcover: 292 pages

Publisher: Chronicle Books; 12.2.2012 edition (January 2, 2013)

Language: English

ISBN-10: 1452105049

ISBN-13: 978-1452105048

Product Dimensions: 7.8 x 1 x 9.2 inches

Shipping Weight: 2.3 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 48 customer reviews

Best Sellers Rank: #118,724 in Books (See Top 100 in Books) #191 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises #1026 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

## Customer Reviews

"By shedding light on the insights of top entrepreneurial minds, David Kidder breaks down the secrets to startup success in simple and actionable terms. The diverse mix of entrepreneurs and the thoughtfully posed questions make for an engaging and inspiring read." - Jennifer Fleiss, cofounder, Rent the Runway

"David Kidder is a master at getting people to reveal themselves. These are all entrepreneurs I have heard from before, but David somehow got them to expose things about themselves-and to distill lessons from their experiences-which no one else has been able to do." - Laurel Touby, founder, [www.mediabistro.com](http://www.mediabistro.com)

"The world needs more entrepreneurs. By taking the hard part of building a business so seriously, this book should help more people get to the fun

part-success. David Kidder brings both a writer's mind and a startup veteran's urgency to an entertaining and useful trip inside the minds of today's most successful creators of organizations-both for profit and for purpose." - David Kirkpatrick, founder, host, and CEO, Techonomy Media; author of *The Facebook Effect*"Kidder, a serial entrepreneur and bestselling author of the *Intellectual Devotional* series, has assembled what can best be described as the perfect coffee-table book of collective entrepreneurial wisdom. He set out to collect key ideas that have inspired the world's greatest entrepreneurs and asked a number of wunderkinds to explain "key practices, behaviors, and ideas" that allowed them to succeed. Aggregated, the critical ideas expressed are know thyself; keep the focus on your big ideas; build a painkiller, not a vitamin; be 10 times better than the competition; and be a monopolist. The participants-including such luminaries as Steve Case of AOL, Robin Chase of Zipcar, Scott Harrison of Charity: Water, Jay Walker of Priceline, Sara Blakely of Spanx, and many others-provide their advice in the form of a playbook and offer pearls of wisdom such as running lean, firing people when they lose faith in your ideas, and staying ahead of the game. The sheer range of projects and ideas makes this an inspiring look at the process behind the successful startup plan." - Publishers Weekly"Is entrepreneurship in your blood? If yes, then this is your family album." - Peter Thum, founder and CEO, Fonderie 47; founder, Ethos Water"From technological entrepreneurs to social entrepreneurs, *The Startup Playbook* features important tips from top American innovators that will change the way you think about your job, your business, and maybe even your industry." - Alexis Maybank, cofounder and chief strategy officer, Gilt Groupe"David Kidder writes from experience and passion about what it means to succeed from startup to successful enterprise. Whether old company or new, big or small, Kidder reminds us of the entrepreneurial spirit that can propel many great companies and nations." - Beth Comstock, senior vice president and chief marketing officer, GE"Bravo! David Kidder's latest book is a gift to aspiring entrepreneurs. His interviews with our era's most successful startup players reveal what we need to know about turning dreams into businesses that last. Readers will benefit from the Playbook's practical advice and the inspiration in every story." - Wenda Harris Millard, president and COO, MediaLink; former co-CEO, Martha Stewart Living; former chief marketing officer, Yahoo"David Kidder has curated, aggregated, and synthesized an opus for the entrepreneur-whether current or aspiring. The openness with which these great entrepreneurs shared their experiences and insights is an invaluable asset conveniently packaged by Kidder. The *Startup Playbook* is not some trendy tech book that captures the zeitgeist of the moment, but rather a timeless, actionable reference tool to be read and re-read and kept within reach." - Terence Kawaja, founder and CEO, LUMA Partners

David S. Kidder is a serial entrepreneur, co-author of the bestselling Intellectual Devotional books, and the recipient of the Ernst and Young's Entrepreneur of the Year Award. He lives in Westchester, New York, with his wife and three sons. His website can be found at [www.thestartupplaybook.com](http://www.thestartupplaybook.com)

This book is full of useful information for anyone interested in business, entrepreneurship, and/or leadership. It is full of many interesting stories of how companies and organizations that we have all likely interacted with got started. I think that the book could have been improved by having fewer stories, but a greater amount of depth on the other cases. Regardless, I'm glad that I read the book.

Awesome book. Great advice from industry leaders. I would highly recommend for anyone considering a start-up.

I never ever ever write a review but this book is amazing! I read business books just to find ONE takeaway or practical lesson that I can apply and this book is filled with hundreds of extremely vital business lessons and pieces of advice. I don't know how this book isn't more popular.

This book will be one that I need to go through several times. As I read it my mind was constantly drifting with ideas, solutions and ah ha moments. I listened as I drove to and from work and I read at home, but I guarantee I missed vital points as my mind raced with fresh new thoughts. Isn't this the reason we invest in books like this?

As a Founder/ Entrepreneur, you always try to find the fastest way to know what you need to know. This book cuts to the chase and gives you some key advice on crucial aspects that you can't afford to get wrong. Will definitely keep going back frequently to remind me of the advice shared here.

Best-selling author, David Kidder, has come out with a new book, The Startup Playbook, which has interviews with many of today's most successful entrepreneurs, from Caterina Fake (Flickr) to Elon Musk (Paypal, SpaceX and Tesla Motors). While you get their own personal stories in great detail, it's also the story of the modern American economy. There aren't too many manufacturing companies, except those started by Elon Musk. They, for the most part, are Internet entrepreneurs. It was interesting to read Steve Case's story. He is perhaps the most well known of all of the entrepreneurs that Kidder interviewed, but you forget what a visionary he actually was. AOL was

launched back in 1985 when only three percent of the American people had Internet access. I'm sure only slightly more knew the Internet existed at that time. Personal computers and laptops were only just catching on. You can draw some interesting lessons from the group (as Kidder does), but things like first mover advantage still mean a lot and other obvious things like perseverance and hard work play critical roles as well. The past two decades have truly been an incredible time for entrepreneurs. It will be interesting to see if the next two are as fruitful, particularly if the new Maker Revolution takes off, which promises to change not just how we connect with each other and gather information, but how we work and manufacture things.

Great because it grabs these spectacular entrepreneurs and asks them the right questions...not about the particular weeds and problems of the moment (like initial funding) but specifically what made them successful. The answers are, sometimes, non-obvious, empirically validated and actionable. The book also kindled in (most) of its participants a high level of candor and personal introspection. Usually these types of entrepreneur profiles are eclectically superficial, just one level deeper than a Frequent Flyer magazine hagiographic bio puff piece. There is some real insight here...and the diversity of the group (from heavy industrial to ZipCar) and the entrepreneur's personalities come through so clearly. Some of my favorites are Catherina Fake, Chris Dixon, Jeff Dachis, Mark Echo, Lisa Gansky, Robin Chase and Elon Musk. Here's a quote from Tesla/SpaceX's Elon Musk on Unions, it gives you a flavor for the freshness and candor in the book: I once asked the factory technicians on the floor what they saw as the best value of unions. They said that if their boss was a jerk, they had no recourse, but the union gave them a recourse. So I made the rule, "There will be no jerks here." If one of your managers persists in being a jerk, fire him. It helps morale, and it's a great way to minimize people's tendency toward being jerks.

awesome book!

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