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Founders at Work: Stories of Startups' Early Days Jessica Livingston For would-be entrepreneurs, innovation managers or just anyone fascinated by the special chemistry and drive that created some of the best technology companies in the world, this book offers both wisdom and engaging insights straight from the source.

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Jessica Livingston is a founding partner at Y Combinator, a seed-stage venture firm based in Cambridge, Massachusetts, and Mountain View, California. She was previously vice president of marketing at investment bank Adams Harkness. In addition to her work with startups at Y Combinator, she organizes Startup School (www.StartupSchool.org).

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But almost all the founders I interviewed changed their ideas as they developed them. PayPal started out

writing encryption software, Excite started as a database search company, and Flickr grew out of an online game. Starting a startup is a process of trial and error. What guided the founders through this process was their empathy for the users.

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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.

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.

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

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

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.

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.

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.

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

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' - Evening Standard Leadership is not some special club, open only to elites. It's not a gold star given only to those with expensive degrees. Leadership is for everyone. Based on the author's hard-won experience as a Global CEO, this smart, fun book delivers a step-by-step working manual on how to lead - for anyone. Full of simple and direct approaches, it demystifies an over-analysed subject to get to the heart of modern 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

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.

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