

[Download] How They Started: How 30 good ideas became great businesses

## How They Started: How 30 good ideas became great businesses

*From Crimson Publishing*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



#2410617 in eBooks 2007-06-01 2007-06-01 File Name: B009SMKTO8 | File size: 34.Mb

**From Crimson Publishing :** **How They Started: How 30 good ideas became great businesses** before purchasing it in order to gage whether or not it would be worth my time, and all praised How They Started: How 30 good ideas became great businesses:

1 of 1 people found the following review helpful. Solid with a some historical errorsBy Brad FeldThis was a bunch of short essays about the founding and development of various companies, including LinkedIn, Zynga, Twitter, Groupon, Etsy, Dropbox, IBM, RIM, eBay, Microsoft, Pixar, Chipotle, Jamba Juice, KFC, Coca Cola, Pinkberry, Zipcar, and SPANX. The mix of companies was fun, although like most business history I was amazed at the missing info and the

rewriting of important moments around the founding of the company. The authors did a good job but, given that I knew a few of the stories in detail, missed some important points. 0 of 0 people found the following review helpful. An inspirational read for any potential entrepreneur. By Customer. This is an excellent read if you are looking for inspiration in pursuing a new idea. You don't have to be starting a new food or software business to get something from this book. The style is fast paced with most chapters no more than 10 pages. Each business/entrepreneur gives a frank summary of what they had to do to achieve their success. I read it cover to cover in two days while on a business trip, so that will give you an idea of how engaging it is.

Lots of us have ideas we think would make great businesses. Most of us never do anything with those ideas. But for those that do, a world of opportunity awaits them. This book is about 30 people who acted on their idea, made the first steps to start their business and subsequently went on to turn it into a global brand. From Innocent to Cobra to Dreams to Dytone, we reveal how some of the UK's biggest businesses got off the ground, and those very first steps taken by their founders.

'I certainly wish we'd had this book when we were starting innocent' --Richard Reed, joint founder, innocent Drinks  
'Although in business there is no substitute for making the leap and getting started, there is much to be learned from entrepreneurs who have been there and done it. Live the highs and lows for yourself, but read this book first!' --Lord Bilimoria, founder Chief Executive of Cobra  
From the Inside Flap: David's own experience and contents have helped him delve deeper into how each business featured here started, and what its issues were. This means that this is a book about what it was really like - not just the glossy, everything was rosy version.  
From the Back Cover: "Supermarkets don't even return your calls at first, then they say no and then if you are persistent you get a chance " Richard Reed, innocent Drinks.