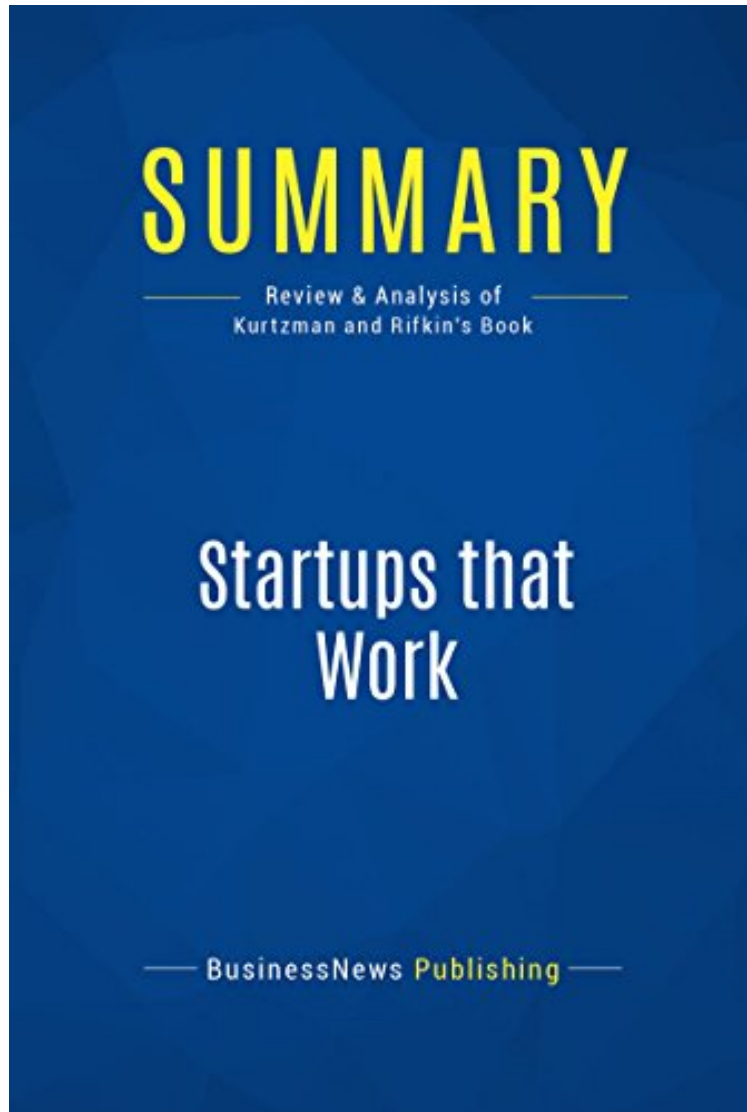


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The must-read summary of Joel Kurtzman and Glen Rifkin's book: "Startups that Work: The 10 Critical Factors That Will Make or Break a New Company". This complete summary of the ideas from Joel Kurtzman and Glen Rifkin's

book "Startups that Work" reveals the results of a study into 350 different startup companies, showing that there are ten rules for increasing the chances of long-term success for a new company. In their book, the authors present these 10 critical factors and how you can use them to guide you towards success while your company is still a startup. This summary is a must-read for startup entrepreneurs who want to know the key to getting past the first stage and becoming successful. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Startups that Work" and find out how you can put your startup on the path to success.