

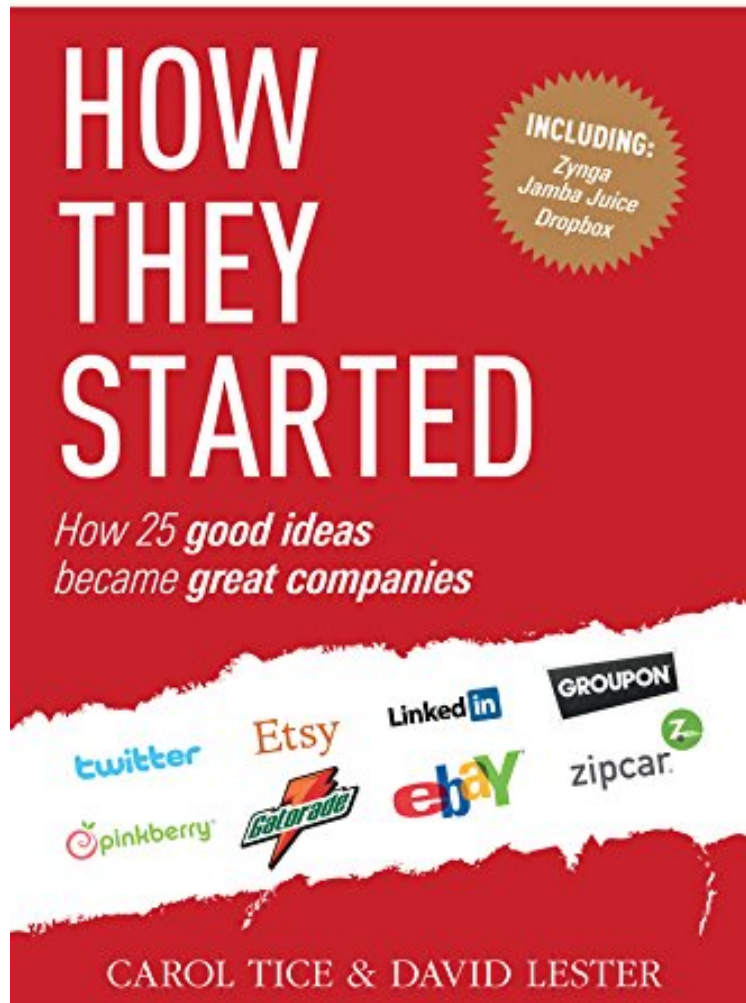
(Download) How They Started

How They Started

David Lester, Carol Tice

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"I was captivated and inspired by the tales told by Lester and Tice. This book will renew your faith in the American Dream." Robert Spector, Author of *The Nordstrom Way*



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David Lester, Carol Tice : How They Started before purchasing it in order to gauge whether or not it would be worth my time, and all praised How They Started:

0 of 0 people found the following review helpful. An inspiring read especially for aspiring entrepreneurs By Danny Wong Each one of these stories was refreshing and surprising to read. The struggles of building a business are absolutely real, yet it is an entrepreneur's determination (plus a lot of skill and often a sprinkle of luck) that helps the business realize its potential and reach international fame and notoriety. I would love to read another book like this featuring other businesses and their incredible journeys from conception to wherever they are now. 0 of 0 people found

the following review helpful. Really Enjoyed ThisBy JB Capital management CoWe hear so much about companies that have become "great" , but never the inspiration or beginning of what happened and how they got started. This book provides 5-10 page summaries on a number of success stories. I have recommended it to friends, and bought as gifts. Definitely worth a read for all current and wanna be entrepreneurs.0 of 0 people found the following review helpful. *****Save your money*****By Ace RothschildVery watered down!!! I bought it, read a few pages until I could manage to get through thr entire book. Nothing new here. If you've read their story eelsewhere save your hard earned cash.

How do you turn a good idea into a great business?Lots of us have ideas we think would make great businesses. Most of us never do anything with those ideas. Maybe itrsquo;s because wersquo;re really happy with our jobs, maybe itrsquo;s because wersquo;re not confident that our idea would really work. Or maybe itrsquo;s simply because we donrsquo;t know where to start.This book is about 25 people like you. They had an idea, and went on to start a business. Those businesses are all extremely successful and most are now household names all across America.With success stories ranging from retail and gaming to social media and the restaurant business, How They Started relives the humble beginnings of companies such as Coca-Cola and Google, Twitter, Zynga and Chipotle Grill. Through personal interviews with key sources ndash; including founders, investors and past employees ndash; each profile reveals how the company took its first tentative steps and subsequently became the famous name it is today.Written by Carol Tice, regular writer for Entrepreneur Magazine, and David Lester, who set up a highly successful software company in Farmington, CT and now runs a company dedicated to supporting start-ups and entrepreneurs, How They Started is an enlightening and fascinating book that answers key questions for each business, such as:bull;What happened first?bull;How did they choose their name?bull;How much did it cost to set up?bull;Where did they find suppliers?bull;How did they get their first customers?bull;What problems did they run into - and how did they overcome them?

For anybody like me who is an entrepreneur (or dreams of becoming one), this book is a welcome reality check. Yes, pluck, luck, and being smart enough to know you need some good mentors are vital. And as for the reader in all of us, who likes a good tale, How They Started delivers big time, too! It's the personalities involved, and the values that drive people to be bold and creative that I found most endearing. --Dan Hill, author of Emotionomics