

Lost And Founder A Painfully Honest Field Guide To The Startup World

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In Lost and Founder Fishkin reveals the mostly awful, sometimes awesome truth about startup culture with the transparency and humour that his hundreds of thousands of blog readers have come to love. Fishkin's hard-won lessons are applicable to any kind of business environment and this book can help solve your problems, and make you feel less alone for having them.

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Lost and Founder: Rand Fishkin's Painfully Honest Guide to the Startup World Many articles, books, and features you'll come across related to entrepreneurship will glorify certain aspects of the startup world. Things like growth, users, money, venture capital, and typically the more positive or impressive aspects.

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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.

Everyone knows how a startup story is supposed to go- a young, brilliant entrepreneur has an 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. Rand Fishkin, the founder and former CEO of Moz, is one of the world's leading experts on SEO. Moz is now a \$45 million a year business, but Fishkin's business and reputation took 15 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 to your business can fizzle quickly. Revenue and profitability won't protect you from layoffs. And venture capital always comes with strings attached. In Lost and Founder Fishkin reveals the mostly awful, sometimes awesome truth about startup culturewith the transparency and humour that his hundreds of thousands of blog readers have come to love. Fishkin's hard-won lessons are applicable to any kind of business environment and this book can help solve your problems, and make you feel less alone for having them.

'You won't find a more honest, raw and helpful look into the trenches of founding a tech startup than this book' Nir Eyal, author of Hooked 'Rand Fishkin is the real deal' Seth Godin, entrepreneur and author ----- Everyone knows how a startup story is supposed to go: a young, brilliant entrepreneur has an 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. Rand Fishkin, the founder and former CEO of Moz, is one of the world's leading experts on SEO. Moz is now a \$45 million a year business, but Fishkin's business and reputation took 15 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 to your business can fizzle quickly. Revenue and profitability won't protect you from layoffs. And venture capital always comes with strings attached. In Lost and Founder Fishkin reveals the mostly awful, sometimes awesome truth about startup culture with the transparency and humour that his hundreds of thousands of blog readers have come to love. Fishkin's hard-won lessons are applicable to any kind of business environment and this book can help solve your problems, and make you feel less alone for having them. ----- 'This is a truly courageous book. It's one part business-building guide and two parts Indiana Jones-style adventure memoir' Chris Guillebeau, author of Side Hustle and The \$100 Startup 'Rand Fishkin is like the industry friend we all wish we had - funny, warm, and refreshingly honest about the rollercoaster ride that is founding your own company' Julie Zhou, VP of Product Design at Facebook

Learn from the leading resource on the latest inbound marketing techniques As the SEO industry undergoes a shift and Google continues to change its algorithm, successful SEO practitioners need to increase their knowledge of a wide range of inbound marketing channels. The Moz Blog is the go-to place for the latest thought leadership on the shifts in inbound marketing and SEO. This book cherry-picks and updates the most popular articles for the key inbound marketing disciplines, mixing them with some brand-new essays. Rand Fishkin and Thomas Høgenhaven have produced a masterfully edited anthology packed with information to provide the best possible insight into these marketing channels. The popular Moz blog is a top resource for cutting-edge information on SEO techniques: Co-compiled and co-edited by Moz CEO and co-founder Rand Fishkin, this book is an anthology of articles selected to provide the best possible overview of current SEO and inbound marketing techniques and trends Covers channels of online marketing, content marketing, social media, outreach, conversion rate optimization, and analytics, as well as search engine optimization Focuses on leveraging existing platforms like social media sites and community for inbound marketing success Inbound Marketing and SEO is a must-have for marketers in today's online world.

"If you're like most people, you wish you had the ability to make a difference, but you don't have the credentials or a seat at the table, or can't get past the gatekeepers, or aren't high enough in any hierarchy to get your ideas heard ... [Merchant believes] that, in fact, we have now reached an unprecedented moment of opportunity for your ideas to make a dent on the world. Now that the Internet has liberated ideas to spread through networks instead of hierarchies, power is no longer determined by your status"--Dust jacket flap.

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An exotic, beguiling love story set in 1950s Singapore. 'It was a special protection from the gods that Silver Frond's beauty manifested itself only after the barbarians had left? A beautiful child-woman, in that intriguing in-between stage when people could not tell where innocence ended and seductiveness began, and were charmed by both.' One morning in Singapore more than fifty years ago, The Venerable One - a wealthy, respected, handsome Chinese patriarch, head of a large household of three wives and many children and grandchildren - takes a walk by a cemetery. There, a young village egg-seller, Silver Frond, is amusing herself with a comic song-and-dance act based on popular gossip - about him. The meeting instantly changes their lives. Is he not too old? Is she not too young? Are their worlds not too far apart? With characteristic verve and wit, Catherine Lim traces the struggles of an unusual couple through the jungle of human quandaries and predicaments created by the force of tradition, and celebrates the ultimate triumph of an even more extraordinary force - love.

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company-even if it's profitable-can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you can teach employees to deliver. * Valuable: avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

You're only a startup CEO once. Do it well with Startup CEO, a "master class in building a business." --Dick Costolo, Former CEO, Twitter Being a startup CEO is a job like no other: it's difficult, risky, stressful, lonely, and often learned through trial and error. As a startup CEO seeing things for the first time, you're likely to make mistakes, fail, get things wrong, and feel like you don't have any control over outcomes. Author Matt Blumberg has been there, and in Startup CEO he shares his experience, mistakes, and lessons learned as he guided Return Path from a handful of employees and no revenues to over \$100 million in revenues and 500 employees. Startup CEO is not a memoir of Return Path's 20-year journey but a thoughtful CEO-focused book that provides first-time CEOs with advice, tools, and approaches for the situations that startup CEOs will face. You'll learn: How to tell your story to new hires, investors, and customers for greater alignment How to create a values-based culture for speed and engagement How to create business and personal operating systems so that you can balance your life and grow your company at the same time How to develop, lead, and leverage your board of directors for greater impact How to ensure that your company is bought, not sold, when you exit Startup CEO is the field guide every CEO needs throughout the growth of their company.

Thrilling and timeless, Lost Horizon is a masterpiece of modern fiction, and one of the most enduring classics of the twentieth century. Hugh Conway saw humanity at its worst while fighting in the trenches of the First World War. Now, more than a decade later, Conway is a British diplomat serving in Afghanistan and facing war yet again--this time, a civil conflict forces him to flee the country by plane. When Conway's (a British diplomat) plane crashes high in the Himalayas, Conway and the other survivors are found by a mysterious guide and led to a breathtaking discovery: the hidden valley of Shangri-La. Kept secret from the world for more than two hundred years, Shangri-La is like paradise--a place whose inhabitants live for centuries amid the peace and harmony of the fertile valley. But when the leader of the

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Shangri-La monastery falls ill, Conway and the others must face the daunting prospect of returning home to a world about to be torn open by war.

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