



Startup Upstart: The Evolution of Idea into Company

David Cummings

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In his second book, serial entrepreneur and startup enthusiast David Cummings brings you his take on the ups and downs of starting your own business. From his modest beginnings building his first business out of his Duke dorm room to his status today as the founder and CEO of several successful web-based companies, David has amassed a wealth of lessons learned and helpful advice for the would-be entrepreneur. He shares his insight here in the hopes that his intimate understanding of the trajectory of startups will help other budding entrepreneurs launch their own startups successfully. Find out how doing more with less keeps your startup lean and competitive. Learn the benefits of being an upstart in the tradition-bound world of business. Hear why the alternative to raising venture capital -- bootstrapping -- is not only a real possibility, but could be the most beneficial path for your new startup to take. *Edited by Jennifer Betowt. Illustrations by Mary Betowt.*

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