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In THE UPSTARTS, author Brad Stone explores how Uber and Airbnb (and a few other "also-rans") drastically increased their

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business (and market value). This book caught my attention because both of the two big firms in this book are located pretty closed to me.

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The Upstarts covers the history of Uber and Airbnb, from their founding in 2008 to present day of 2016. Learn how each company started as just a side project, gathered momentum, and grew exponentially throughout the world. Learn how neither Uber nor Airbnb was the first idea of its kind, but through strategy and will, they came to dominate.

The Upstarts Book Summary by Brad Stone

Here is a quick description and cover image of book The Upstarts: How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the World written by Brad Stone which was published in 2017-1-31.

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