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Everyone knows how a startup story is

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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. Yeah ... that ... that did not happen to Rand Fishkin.

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my Kindle that I've read start to finish. It's exciting all the way to the end and has a nice mix of entertaining stories mixed with plenty of start-up advice and lessons.

Anyone who has worked in a start-up, or knows the ...

**Amazon.co.uk:Customer reviews: Lost**

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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

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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

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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

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'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

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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

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for the Thinkers50 Breakthrough Idea  
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who hear the voice: ‘not me’ or ‘not  
now,’ Merchant makes the strong case for  
‘yes you’ and ‘yes now’—and even shows  
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to dig deep, into the book and ourselves,  
and it goes beyond self-knowledge and  
self-empowerment, obliterating the fear of  
otherness with an understanding of the  
onlyness of us all.” —Sally Haldorson,

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800-CEO-READ An innovation expert illuminates why your power to make a difference is no longer bound by your status 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, can't get past the gatekeepers, and aren't high enough in

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any hierarchy to get your ideas heard. In  
The Power of Onlyness, Nilofer Merchant,  
one of the world's top-ranked business  
thinkers, reveals 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



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networks instead of hierarchies, power is no longer determined by your status, but by “onlyness”—that spot in the world only you stand in, a function of your distinct history and experiences, visions and hopes. If you build upon your signature ingredient of purpose and connect with those who are equally passionate, you

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have a lever by which to move the world.

This new ability is already within your grasp, but to command it, you need to know how to meaningfully mobilize others around your ideas. Through inspirational and instructive stories, Merchant reveals proven strategies to unleash the centrifugal force of a new

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idea, no matter how weird or wild it may seem. Imagine how much better the world could be if every idea could have its shot, not just the ones that come from expected people and places. Which long-intractable problems would we solve, what new levels of creativity would be unlocked, and who might innovate a breakthrough that could

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benefit ourselves, our communities, and especially our economy. This limitless potential of onliness has already been recognized by Thinkers 50, the Oscars of management, which cited it one of the five ideas that will shape business for next twenty years. Why do some individuals make scalable impact with their ideas,

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regardless of their power or status? The  
Power of Onlyness unravels this mystery  
for the first time so that anyone can make  
a dent. Even you.

Learn from the leading resource on the  
latest inbound marketing techniques As  
the SEO industry undergoes a shift and

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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

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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

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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



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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.

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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

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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. \*

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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.

Taking refuge in fairy tales after the loss of his mother, twelve-year-old David finds

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himself violently propelled into an  
imaginary land in which the boundaries of  
fantasy and reality are disturbingly  
melded. By the author of The Black  
Angel. 75,000 first printing.

The Founder's Dilemmas examines how  
early decisions by entrepreneurs can make

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or break a startup and its team. Drawing on a decade of research, including quantitative data on almost ten thousand founders as well as inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common pitfalls founders face and how to avoid them.

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addiction, depression, and self-injury. The piece was so hauntingly beautiful that it quickly went viral, giving birth to a non-profit organization of the same name.

Now, To Write Love on Her Arms (TWLOHA) is an internationally recognized leader in suicide prevention and a source of hope, encouragement, and



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wonder, and what it means to be human.  
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strength and encouragement in moments  
of loss, the essays in this book invite  
readers to believe that it's okay to admit

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