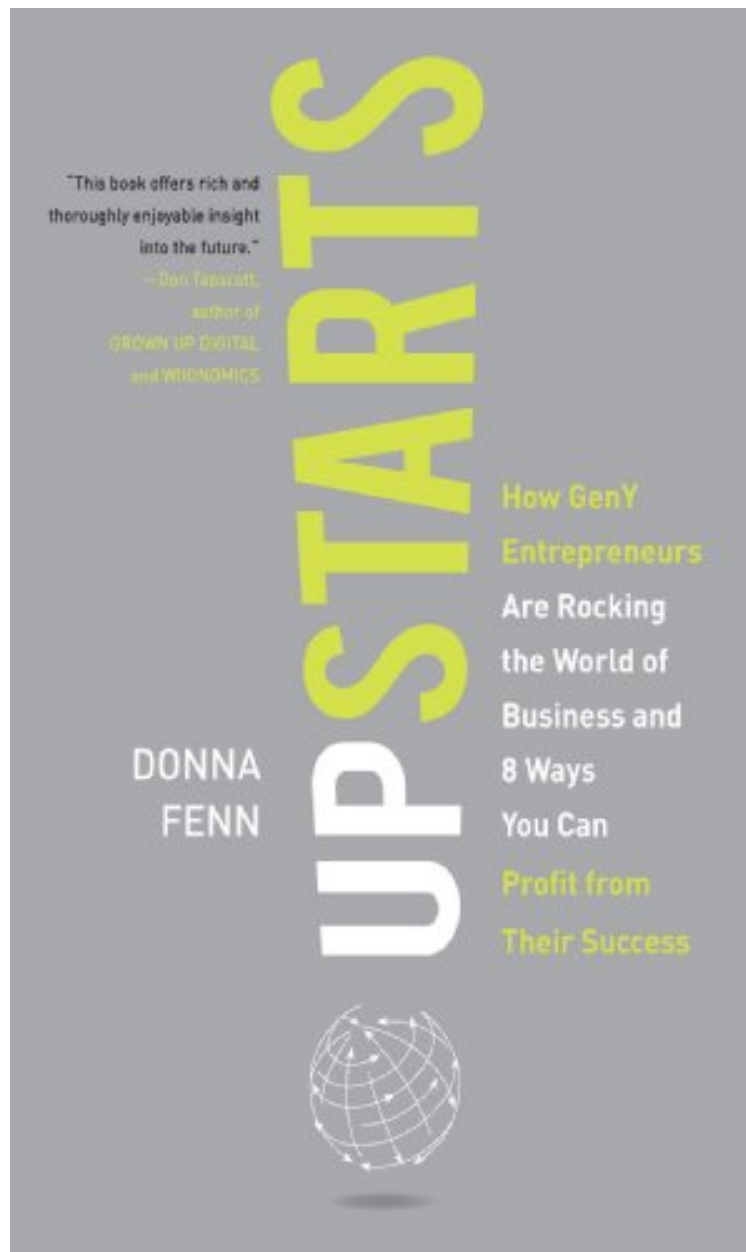


(Download) Upstarts!: How GenY Entrepreneurs are Rocking the World of Business and 8 Ways You Can Profit from Their Success

Upstarts!: How GenY Entrepreneurs are Rocking the World of Business and 8 Ways You Can Profit from Their Success

Donna Fenn

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praised Upstarts!: How GenY Entrepreneurs are Rocking the World of Business and 8 Ways You Can Profit from Their Success:

0 of 0 people found the following review helpful. Excellent/Essential Read for EntrepreneursBy SNDI came across this book while looking for resources on starting a business, and I am so glad I did.Upstarts! is an easy and excellent read about GenY entrepreneurs and how they use their instincts and technology to shake-up the business world. As a GenY-er, I found myself shaking my head in agreement many times as Donna Fenn explains the reasons (many of these entrepreneurs) chose to start their own businesses.This book is not only insightful, but also extremely motivating. Reading how these entrepreneurs used their skills or decided to take on the status quo got my own wheels turning and focusing my own thoughts into sustainable ideas that could possibly be solid business ideas.Do yourself a favor and pick up this book. Entrepreneur or not, it provides insights into how the Millennial generation will forever change the face of business.2 of 2 people found the following review helpful. The Most Comprehensive Picture on GenY EntrepreneursBy Nader AfsharUpstarts takes you on a journey inside the mind of a new generation of entrepreneurs. Donna Fenn's insights and case studies reveal how this new crop of entrepreneurs approach business and how their business endeavors will impact our future. Her findings appeal to a wide audience including aspiring entrepreneurs, existing entrepreneurs and venture capitalists.I enjoyed reading her book from cover to cover. From Chapter 1, which shows how new innovative businesses are moving away from a personal accomplishments mentality to a new collaborative paradigm, to Chapter 9 which brings some perspective on the future of Upstarts.In closing, I firmly believe that any Upstarters who adopt the lessons from this book is bound to challenge the conventional wisdom and create a new kind of venture with a great sense of purpose.1 of 1 people found the following review helpful. A look into game-changing strategies of the GenY entrepreneursBy GregDonna Fenn takes a refreshing stance on GenY. Most people will say that this generation has been spoiled by the comforts and technologies that they have become accustomed to. Donna argues that for these same reasons GenY has the capacity, opportunities, and ambition to create their own business. When something isn't the way they like it, they are ready to change it. Their businesses are their identities and their pride. From t-shirt companies to internet start-ups, Donna covers all the angles when analyzing their success. Outlined in a concise manner, the strategies Donna examines are critical for all entrepreneurs to consider.

They're young, they're brash, they're smart—and they're 77-million strong. Generation Y is creating startups at an unprecedented rate, and their approach to business is unlike anything you've seen. The generation described by the media as spoiled, entitled, even narcissistic, is proving these notions false every day. Inspired by the rock-star entrepreneurs of previous generations and driven by a burning desire to control their own destinies, GenY is rewriting the entrepreneurial playbook one cool startup at a time. Inc. magazine writer Donna Fenn interviewed more than 150 young CEOs to learn what makes them tick. While upstarts are motivated by similar aspirations of past generations, their way of doing business is radically different—and it's changing the way everyone must do business now. Upstarts examines and analyzes this entrepreneurial revolution to reveal eight critical lessons every entrepreneur and marketer must learn. Fenn describes a generation of entrepreneurs that is highly collaborative and team-oriented. It's quick and alert when it comes to new technologies. It's hell-bent on changing the world. And it's totally impatient with outmoded business models. The sooner you adapt to the new way of business, the greater chance you have to grow and profit in the years ahead. Upstarts provides key insight into: Building collaborative tribes Deploying technology to your competitive advantage Disrupting the status quo Deconstructing the GenY market Generating branding buzz Adopting a social mission Inventing the workplace of the future Reinventing your company Misreading GenY companies could be the biggest business mistake you ever make. This forward-looking book serves both as a heads-up to the far-reaching changes coming your way and as a detailed guide to meeting the resulting challenges. The upstarts are here to stay. Are you?