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An MIT graduate with over two decades of high-tech experience, Rajat is a ten-

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time entrepreneur with six exits including two IPOs and four trade sales. The Startup Playbook is the book Rajat wished he had read before he started his first company. WILL HERMAN is an entrepreneur, active angel investor, corporate director, and startup mentor. He has started and managed five companies, resulting in two IPOs and two corporate sales.

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The Startup Playbook is our personal, how-to guide for building your startup from the ground up. In it, you'll find a collection of the major lessons and shortcuts we've learned that will shift the odds in your favor. We're sharing our tips, secrets, and advice in a frank, founder-to-founder discussion with you.

## **The Startup Playbook | Lioncrest Publishing**

In The Startup Playbook, the authors share their years of combined knowledge gleaned from building and

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leading companies to help you make the right decisions to keep your company growing — and out of the startup graveyard. Featuring proven and repeatable tactics for refining your idea, team-building, raising money, developing a product or service, and more, this book is the essential guide containing everything you need to know as you take the journey from idea to successful startup.

### **The Startup Playbook: Bhargava, Rajat, Herman, Will ...**

Founder-to-Founder Advice from Two Startup Veterans. By: Rajat Bhargava , Will Herman. Narrated by: Gary Tiedemann. Series: Founder-to-Founder Advice from Two Startup Veterans, Book 2. Length: 11 hrs and 43 mins. Categories: Business & Careers , Management & Leadership.

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and serial entrepreneur Rajat Bhargava, the two wrote The Startup Playbook offering up the tips, secrets, guidance, lessons, and short-cuts they learned from the many companies they founded so that first-time entrepreneurs can get advice from other founders. The authors provide guidance from their decades of experience with hundreds of companies that will tip the odds of startup success in your favor.

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## **The Startup Playbook: Founder-to-founder advice on how to ...**

We recently launched our second edition of The Startup Playbook with Wiley and Techstars after selling out of the first printing. The book's title is Founder-to-Founder - can you say more about that?

Rajat Bhargava: There are too many books out there that founders read that aren't from a founder's perspective. They are written by VCs, lawyers, accountants, investors, etc., and we've always felt that their input was from their perspective in the startup ecosystem, but not a founder's.

## **Rajat Bhargava, the Founder of**

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## **JumpCloud ... - Startup Info**

This play book is a MUST for anyone contemplating founding a startup company. It is extremely well organized, well written, complete, and easy to comprehend -even for those of us without formal business school training.

## **Amazon.com: Customer reviews: The Startup Playbook**

The Startup Playbook was written by two extremely experienced entrepreneurs: Rajat Bhargava and Will Herman. Rajat is currently co-founder and CEO of JumpCloud and a ten-time entrepreneur with six exits (two IPOs and four trade sales). Will is an entrepreneur, active angel investor, corporate director, and startup mentor.

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The second edition of The Startup Playbook, a book that JumpCloud CEO Rajat Bhargava wrote with Will Herman, is launching today. Learn more here. JumpCloud Office Hours: Join our experts every Friday to talk shop.

### **Announcing the 2nd Edition of The Startup Playbook - JumpCloud**

“A startup is a company working to solve a problem where the solution is not obvious and success is not guaranteed.”  
— Rajat Bhargava, The Startup Playbook: Founder-to-Founder Advice From Two Startup Veterans 0 likes

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