



Startup CEO: A Field Guide to Scaling Up Your Business, + Website

Matt Blumberg

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A definitive book for any CEO—first time or otherwise—of a high-growth company

While big company CEOs are usually groomed for the job for years, startup CEOs aren't—and they're often young and relatively inexperienced in business in general. Author Matt Blumberg, a technology and marketing entrepreneur, knows this all too well. Back in 1999, he started a company called Return Path, which later became the driving force behind the creation of his blog, OnlyOnce—because "you're only a first time CEO once."

Now, more than a decade later, he's written *Startup CEO*. As the fifth book in the *StartUp Revolution* series, this reliable resource is based on Blumberg's experience as a startup CEO and covers a number of issues he's faced over the dozen years he's been a CEO.

Offers valuable insights into how the CEO sets the overall vision and strategy of the company and communicates it to all stakeholders Discusses how to build a company's human capital by recruiting, hiring, and retaining the very best talent Examines how a CEO must align available resources with the company's strategy in order to ensure success Addresses what it takes to master the "How" of being a CEO—from leading an executive team to managing in any type of market

Engaging and informative, this book is essential reading for any, and every, CEO.

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Date : Published August 14th 2013 by Wiley (first published January 1st 2013)

ISBN :

Author : Matt Blumberg

Format : Kindle Edition 401 pages

Genre : Business, Entrepreneurship, Buisness, Management

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From Reader Review Startup CEO: A Field Guide to Scaling Up Your Business, + Website for online ebook

Jay Dawkins says

Good core lessons, but overly general at times. Repeats a lot of what is taught in the 'Founders Dilemma', but has some great content on many later – stage issues such as building and curating a board of directors.

Trevor says

Fantastic "view from the trenches" by a successful startup CEO. I appreciated the practicality of the advice and the way Blumberg pulled in different perspectives by including short passages from friends and co-workers. A must-read book if you're thinking of starting up your own company and even more important for early-stage founders.

Osaigbovo Uka says

Every startup CEO needs to have this guide in their library.

Cameron Dansie says

A little bit dry at parts, but a great comprehensive overview of what it takes to be a CEO. I am definitely adding this to my library of 'go to' books for information in the future.

Craig Cote says

What an interesting and informative book, even for a non-CEO like me. There's lots of meat, and I hope to start making use of some things in my own "operating system" immediately.

I figure that knowing more of the why's and where fore's of running a business can make one a more valuable employee and help make the decisions that inevitably get made make more sense.

Nic Brisbane says

A good solid book of management tips with some nice insights.

Piotr says

I literally love this book, extremaly useful for Entrepreneurs!

Steven says

A Startup CEO's been there done that account of building his business - useful reading but nothing startling original.

David Forster says

Nice broad picture of all the different topics a CEO has to cover.
Good tips how to manager a complex world of people and stakeholders.
Looking forward to the "Startup Life: Surviving and Thriving in a Relationship with an Entrepreneur"

Carlos says

Unlike other books of its kind, there are many practical applications that one can take away from this book. These range from communicating company goals (and key questions and templates one can use), setting and maintaining a positive culture, engaging with staff at all levels including promotions, all the way to ensuring the self is being taken care of (sleep, exercise, family time, etc.). Recommend this book and the great resource links within.

Paul says

Amazing book for a first time CEO to understand how all the moving part works and how they can avoid making mistakes as things get more complicated and intense down the road. Matt is an all-star and did a good job at easing apprehensions by breaking problems down in a beautifully easy to understand manner.

BLACK CAT says

Detail activities of a startup CEO: meetings, board, finance, hiring... Must read for founders/entrepreneurs.
