# Zero to one: notes on startups, or how to build the future (borrowable scan)

## Zero to one : notes on startups, or how to build the future

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- Publication date
- 2014
- Topics
- New business enterprises, New products, Entrepreneurship, Diffusion of innovations, BUSINESS & ECONOMICS -- Entrepreneurship, BUSINESS & ECONOMICS -- Small Business, POLITICAL SCIENCE -- Public Policy -- Economic Policy, Unternehmensgründung, Geschäftsidee, Produktinnovation, Pionierunternehmen, Företagsetablering, Entreprenörskap, Innovationsspridning
- Publisher
- New York : Crown Business
- Collection
- internetarchivebooks; printdisabled
- Contributor
- Internet Archive
- Language
- English
- Item Size
- 404.8M

210 pages : 22 cm


"EVERY MOMENT IN BUSINESS HAPPENS ONLY ONCE. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them. It's easier to copy a model than to make something new: doing what we already know how to do takes the world from 1 to n, adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange. Zero to One is about how to build companies that create new things. It draws on everything I've learned directly as a co-founder of PayPal and Palantir and then an investor in hundreds of startups, including Facebook and SpaceX. The single most powerful pattern I have noticed is that successful people find value in unexpected places, and they do this by thinking about business from first principles instead of formulas. Ask not, what would Mark do? Ask: WHAT VALUABLE COMPANY IS NOBODY BUILDING? "--

"Thiel starts from the bold premise that we live in an age of technological stagnation, even if we're too distracted by our new mobile devices to notice. Progress has stalled in every industry except computers, and globalization is hardly the revolution people think it is. It's true that the world can get marginally richer by building new copies of old inventions, making horizontal progress from "1 to n." But true innovators have nothing to copy. The most valuable companies of the future will make vertical progress from "0 to 1," creating entirely new industries and products that have never existed before. Zero to One is about how to build these companies. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. In today's post-internet bubble world, conventional wisdom dictates that all the good ideas are taken, and the economy becomes a tournament in which everyone competes to reach the top. Zero to One shows how to quit the zero-sum tournament by finding an untapped market, creating a new product, and quickly scaling up a monopoly business that captures lasting value. Planning an escape from competition is essential for every business and every individual, not just for technology startups. The greatest secret of the modern era is that there are still unique frontiers to explore and new problems to solve. Zero to One shows how to pursue them using the most important, most difficult, and most underrated skill in every job or industry: thinking for yourself"--

Includes index

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## Notes

Some texts are skewed

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