

[Free] How They Started Digital

How They Started Digital

David Lester

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David Lester : How They Started Digital before purchasing it in order to gage whether or not it would be worth my time, and all praised How They Started Digital:

0 of 0 people found the following review helpful. A real inspirationBy MicrosinghThis book gave me an incredible insight into each company and provided detailed situations on how they started. The story's are a bit short however this is good in a way as it summarises the main points as I couldn't put it down. Excellent and definitely recommended.0 of 0 people found the following review helpful. greatBy Karen Mathisgreat0 of 0 people found the following review

helpful. Useful surveyBy The EmperorThis was quite interesting. It goes into more detailed than I expected. For a business book it was quite well written.However all of this information can be obtained free from the internet. This is a fast moving field and I would question the value of this book. It seems slightly odd to read an actual book about digital media!I did quite enjoy reading it and I did learn quite a lot but it does seem a trifle pricey.

How did Twitter get so big? Which company's idea originated because the founder was forgetful? And which digital start-up's website was worth over \$1 billion dollars in just 16 months? Discover what it is that make entrepreneurs succeed with these fascinating and inspirational profiles that reveal how an idea became a profitable digital business. Whether you're simply fascinated by how digital businesses are started, or you're an aspiring entrepreneur who wants to find out how others have gone about starting their own business, *How They Started Digital* is for you. The result is a book which has far more detail about how people turned ideas into digital startup businesses than any other book on the market, other than a specific biography all about one business. *How They Started* is the result of a substantial amount of research, involving extensive discussions with the founders of each digital business, and several times we include detailed information we had to work hard to persuade the founders to give us! Based on a deep understanding of business and the questions that entrepreneurs ask gained from ten years running www.startups.co.uk, author and serial entrepreneur David Lester has ensured that there are good answers to these questions in the businesses profiled in *How They Started Digital*. A jargon-free, easily readable series of stories of the greatest digital entrepreneurs of today, each business profile in *How They Started Digital* reveals:

- What that one important idea was
- How they chose their name
- Where the funding came from and how they got it
- How they overcame any obstacles to success

 If you're fascinated by digital businesses or have ambitions to be the next James Caan, *How They Started* will give you inspiration and an insight into the business ingenuity of digital startups and entrepreneurs. Most of these businesses have revolutionised our commercial and social landscape. All of them started with just a really good idea. Find out how that good idea turned into a great one.

From the Back CoverHow do you turn an idea into a successful digital business? The media is full of headlines about the latest digital success story and young billionaire. But how do these businesses actually get off the ground? What the steps to turn an idea into a thriving company? Many of us have ideas we think might work, but don't know where to start? In this book we tell the fascinating stories of how 25 famous and highly successful digital businesses were set up from nothing. Based on extensive research and exclusive access to the founders, we reveal the highs and lows of each company's journey. You will learn how much business and technical experience you need and what it takes to succeed. This new titles in the best-selling *How They Started* series looks in detail at the start-up phase, answering questions such as:

- Where did the idea come from?
- How did they decide it was viable?
- Why did they choose that name?
- How did they make their first sales?
- What challenges did they face?

 About the AuthorDavid Lester is an author, serial entrepreneur and the founder of Startups. David started his first business aged 22 and sold it for millions before he was 30. He has since started several other successful businesses and invested in many more.