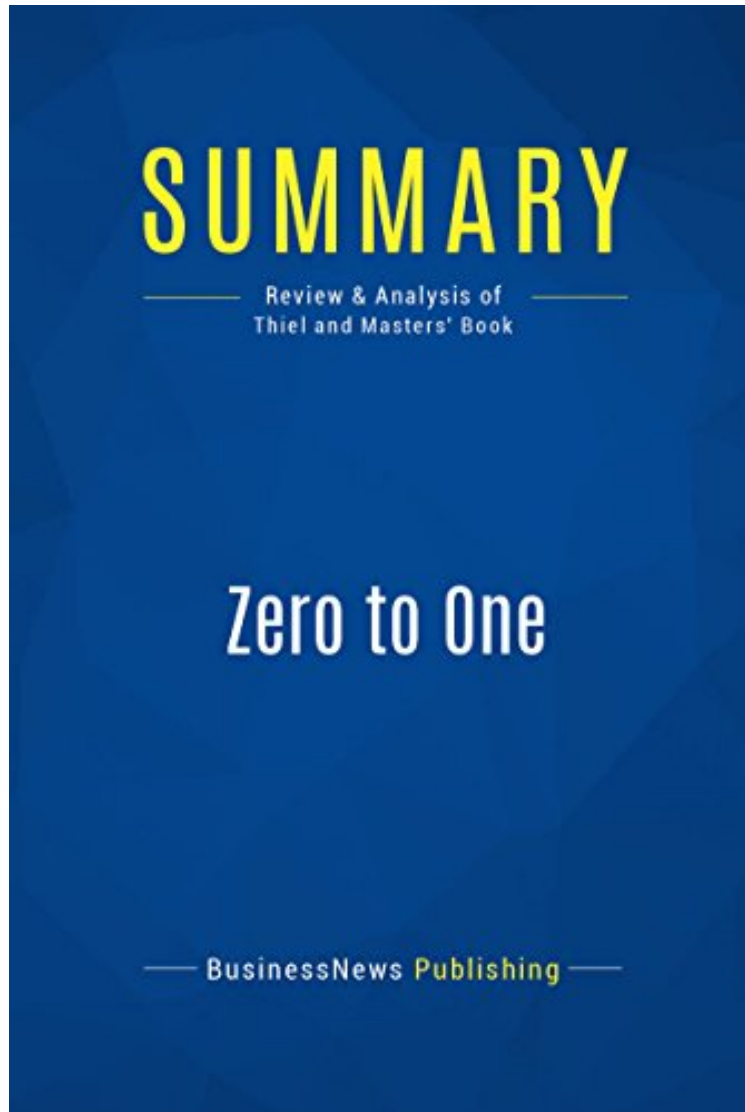


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## Summary: Zero to One: Review and Analysis of Thiel and Masters' Book

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The must-read summary of Peter Thiel and Blake Masters' book: "Zero to One: Notes on Startups, or How to Build the

Future". This complete summary of the ideas from Peter Thiel and Blake Masters' book "Zero to One" shows how many companies believe the key to innovation is improving things that already exist. According to Thiel and Masters, this isn't innovation at all. Real innovation means going from zero to one, creating a completely new thing that hasn't been seen before. To help you, the authors detail ten key concepts to keep in mind: 1. Start from scratch 2. Become a monopoly 3. The appeal of competition 4. The last-mover advantage 5. Success is not a lottery 6. The power law 7. The role of secrets 8. Culture and sales 9. Man and computers 10. The founder's paradox This summary will teach you how you can use these ten principles to think more innovatively and create new ideas. Added-value of this summary: 

- Save time
- Be a pioneer in true innovation
- Create brand new products for a successful business

 To learn more, read "Zero to One" and find out how you can practice real innovation to create a brand new product that sells!