



## **Zero to One: Notes on Start Ups, or How to Build the Future**



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# Zero to One: Notes on Start Ups, or How to Build the Future

*Blake Masters, Peter Thiel*

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Format: Kindle eBook

Kurzbeschreibung

WHAT VALUABLE COMPANY IS NOBODY BUILDING?

The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. 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. Every new creation goes from 0 to 1. This book is about how to get there.

'Peter Thiel has built multiple breakthrough companies, and *Zero to One* shows how.'

ELON MUSK, CEO of SpaceX and Tesla

'This book delivers completely new and refreshing ideas on how to create value in the world.'

MARK ZUCKERBERG, CEO of Facebook

'When a risk taker writes a book, read it. In the case of Peter Thiel, read it twice. Or, to be safe, three times. This is a classic.'

NASSIM NICHOLAS TALEB, author of *The Black Swan* Pressestimmen

"Crisply written, rational and practical, *Zero to One* should be read not just by aspiring entrepreneurs but by anyone seeking a thoughtful alternative to the current pervasive gloom about the prospects for the world."

– *The Economist*

"An extended polemic against stagnation, convention, and uninspired thinking. What Thiel is after is the revitalization of imagination and invention writ large..."

– *The New Republic*

"Might be the best business book I've read...Barely 200 pages long and well lit by clear prose and pithy aphorisms, Thiel has written a perfectly tweetable treatise and a relentlessly thought-provoking handbook."

– **Derek Thompson, *The Atlantic***

"This book delivers completely new and refreshing ideas on how to create value in the world."

- **Mark Zuckerberg, CEO of Facebook**

"Peter Thiel has built multiple breakthrough companies, and *Zero to One* shows how."

- **Elon Musk, CEO of SpaceX and Tesla**

"*Zero to One* is the first book any working or aspiring entrepreneur must read—period."

- **Marc Andreessen, co-creator of the world's first web browser, co-founder of Netscape, and venture capitalist at Andreessen Horowitz**

"*Zero to One* is an important handbook to relentless improvement for big companies and beginning entrepreneurs alike. Read it, accept Peter's challenge, and build a business beyond expectations."

- **Jeff Immelt, Chairman and CEO, GE**

"When a risk taker writes a book, read it. In the case of Peter Thiel, read it twice. Or, to be safe, three times. This is a classic."

- **Nassim Nicholas Taleb, author of *Fooled by Randomness* and *The Black Swan***

“Thiel has drawn upon his wide-ranging and idiosyncratic readings in philosophy, history, economics, anthropology, and culture to become perhaps America’s leading public intellectual today”

- ***Fortune***

"Peter Thiel, in addition to being an accomplished entrepreneur and investor, is also one of the leading public intellectuals of our time. Read this book to get your first glimpse of how and why that is true."

- **Tyler Cowen, New York Times best-selling author of *Average is Over* and Professor of Economics at George Mason University**

"The first and last business book anyone needs to read; a one in a world of zeroes."

- **Neal Stephenson, New York Times best-selling author of *Snow Crash*, *the Baroque Cycle*, and *Cryptonomicon***

"Forceful and pungent in its treatment of conventional orthodoxies—a solid starting point for readers thinking about building a business."

- ***Kirkus Reviews***

*From the Hardcover edition. Werbetext*

A ground-breaking and thought-provoking book on innovation and what it takes for a new company to prosper, from the co-founder of one of the most successful tech start-ups in history

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