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### ANTICIPATING AND AVOIDING THE PITFALLS THAT CAN SINK A STARTUP

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Wasserman is the author of The Founder ’ s Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup. The book is based on data on "10,000 founders from 3,500 start-ups" assembled by Wasserman. It was reviewed in the Family Business Review.

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The Founder's Dilemmas draws on the inside stories of founders like Evan Williams of Twitter and Tim Westergren of Pandora, while mining quantitative data on almost ten thousand founders. People problems are the leading cause of failure in startups. This book offers solutions.

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Author: Noam Wasserman is associate professor and Tukman Faculty Fellow at Harvard Business School. His HBS class, Founder ' s Dilemmas, was named one of the top entrepreneurship

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Noam Wasserman, *The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup* “ Founding a startup is akin to a wedding, a declaration of mutual devotion.

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THE FOUNDER ' S DILEMMAS gives a groundbreaking analysis of the decisions faced by a startup ' s founding team, early hires, and investors. Entrepreneurs embarking on their startup journey have had no roadmap to follow—until now.

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