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Noam Wasserman, a  
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"Looking at the real-life founder issues of many accomplished entrepreneurs, Noam Wasserman draws insights that are both universal and timeless.

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prevent entrepreneurs  
from repeating the  
mistakes of their  
predecessors; we all  
know how well human  
beings learn from  
history. But it's a  
worthwhile, prudent  
read for anyone  
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Dilemmas pointing out the patterns, the common quandaries and routes, The Founder's Dilemmas can eliminate one headache along the path of business-building.

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delivered his findings in a new book, “The Founder’s Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup” (Princeton University Press, 2012). The tome — Publisher’s Weekly called it “seminal,” “illuminating” and “captivating” — functions both as a start-to-finish reader and as a ...

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