



Upstarts!: How GenY Entrepreneurs are Rocking the World of Business and 8 Ways You Can Profit from Their Success

Donna Fenn

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They're young, they're brash, they're smart—and they're 77-million strong.

Generation Y is creating startups at an unprecedented rate, and their approach to business is unlike anything you've seen. The generation described by the media as spoiled, entitled, even narcissistic, is proving these notions false every day. Inspired by the rock-star entrepreneurs of previous generations and driven by a burning desire to control their own destinies, GenY is rewriting the entrepreneurial playbook one cool startup at a time.

Inc. magazine writer Donna Fenn interviewed more than 150 young CEOs to learn what makes them tick. While upstarts are motivated by similar aspirations of past generations, their way of doing business is radically different—and it's changing the way everyone must do business now.

Upstarts examines and analyzes this entrepreneurial revolution to reveal eight critical lessons every entrepreneur and marketer must learn. Fenn describes a generation of entrepreneurs that is highly collaborative and team-oriented. It's quick and alert when it comes to new technologies. It's hell-bent on changing the world. And it's totally impatient with outmoded business models.

The sooner you adapt to the new way of business, the greater chance you have to grow and profit in the years ahead. *Upstarts* provides key insight into:

- Building collaborative tribes
- Deploying technology to your competitive advantage
- Disrupting the status quo
- Deconstructing the GenY market
- Generating branding buzz
- Adopting a social mission
- Inventing the workplace of the future
- Reinventing your company

Misreading GenY companies could be the biggest business mistake you ever make. This forward-looking book serves both as a headsup to the far-reaching changes coming your way and as a detailed guide to meeting the resulting challenges.

The upstarts are here to stay. Are you?

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