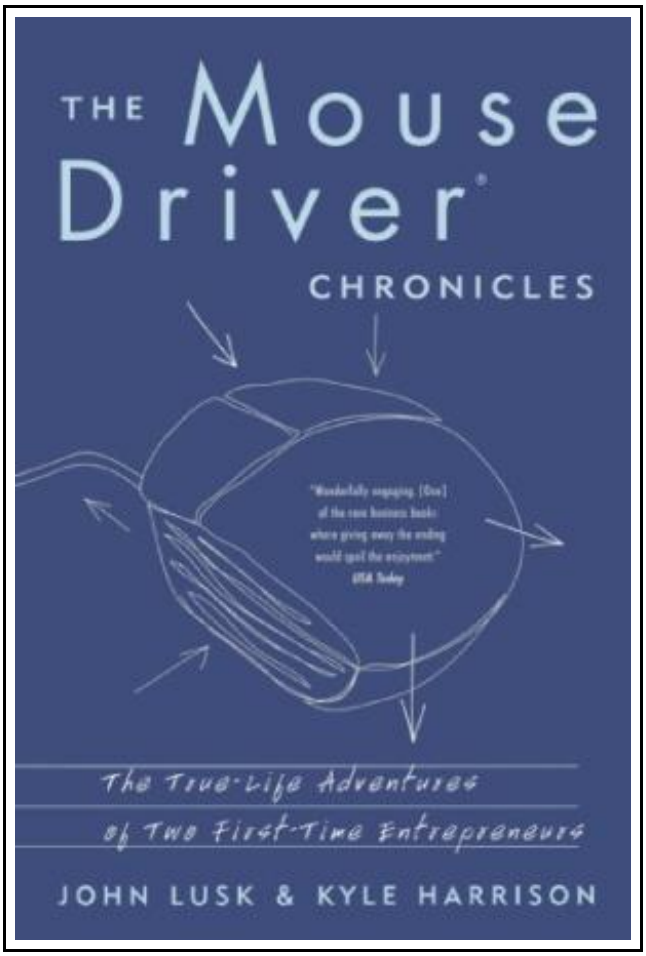
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(Lexie Paucek PhD)

THE MOUSEDRIVER CHRONICLES: THE TRUE- LIFE ADVENTURES OF TWO FIRST-TIME ENTREPRENEURS

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Basic Books (AZ). Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 8.2in. x 5.5in. x 0.7in.It all started late one night at The Ginger Man, a popular restaurant in Dallas, Texas. Using the back of a beer coaster and the bartenders pen, Kyle Harrison, in a moment of inspiration, began sketching an unusual computer mouse, shaped like the head of a driver golf club. He took the idea with him to the Wharton School of Business, where he managed to impress his roommate, John Lusk. Upon graduation, they bravely but somewhat navely set forth to launch their company, Platinum Concepts, Inc. , and its flagship product, MouseDriver. Settling in San Francisco in an apartment that doubled as home and worldwide business headquarters, they had a front-row seat to the dot-com boom-watching their classmates rake in piles of cash and stock options, while they financed their venture with their own credit cards. The MouseDriver Chronicles is the riveting, one-of-a-kind narrative that chronicles their entrepreneurial journey. It takes us behind the scenes of the authors tumultuous first two years of business, years marked by endless corporate cold calling, multiple failed attempts to find a distributor, and even a typhoon that derailed their very first shipment of MouseDrivers. A must-read for anyone who wants to start a business or wonders what it is like to do so, The MouseDriver Chronicles will inform, inspire, and renew our faith in the American spirit to succeed against all odds. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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