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Full Book Name: The Upstarts: How  
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the World. Author Name: Brad Stone.

Book Genre: Biography, Business,  
Entrepreneurship, Nonfiction, Science,

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gathered momentum, and grew exponentially throughout the world. Learn how neither Uber nor Airbnb was the first idea of its kind, but through strategy and will, they came to dominate.

## **The Upstarts Book Summary by Brad Stone**



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solid writing and interesting insight into how uber and airbnb changed the landscape of commerce, but lacks a critical analysis of the players esp given the recent uber infrastructure problems which isn't explored at all. instead all of the characters are given the hero treatment which feels like a missed opportunity to delve into the dysfunction

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of young upstarts who have little to no  
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workers are expendable and a few at the  
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There are lots of shortcomings with  
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**The Upstarts Review: The Early  
Stories of Uber and Airbnb**

The Upstarts is a great expose of the founders of Airbnb and Uber and has great analysis of the companies' brands and public perception. A good quick read like The Everything Store, but not as great a story to be told, yet. It is too

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soon to write about these companies.

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