

BUSINESS BOOK REVIEW

The Ultimate Start-Up Guide: Marketing lessons, war stories, and the hard-won advise from leading venture capitalists

By Tom Hogan and Carol Broadbent

Hogan and Broadbent are highly regarded marketers in Silicon Valley, having served as initial VPs of marketing for more than 40 start-ups. Their latest book is an entrepreneur's bible filled with pragmatic, customer-centric advice on how to achieve the success you want.

Taking the conversation to the personal, the authors reference their company, Crowded Ocean, and detail how it failed in its first incarnation. Based on their own experience and extensive research into hiring and building your team, marketing, finance, risk-taking and work/life balance, comes a formula for success for start-ups with practical advice, insights and best practices to launch your new business.

A quick and sometimes irreverent read, The Ultimate Start-Up Guide offers entrepreneurs an inside look at the brave new adventure of start-ups. A great read for anyone contemplating venturing into uncharted territories.

Both Broadbent and Hogan believe that life is beyond Silicon Valley. Broadbent is a leading advocate for the nonprofit MEAction and has served on boards of education foundations. Hogan has long been active in human rights – as a professor of Holocaust and Genocide Studies and as founder of Comundad, delivering education, health and infrastructure to the indigenous tribes of northern Mexico.



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