

On
**Entrepreneurship
and Startups**

HARVARD BUSINESS REVIEW PRESS
Boston, Massachusetts

Contents

- Hiring an Entrepreneurial Leader 1
by Timothy Butler
- How to Write a Great Business Plan 13
by William A. Sahlman
- Why the Lean Start-Up Changes Everything 35
by Steve Blank
- The President of SRI Ventures on Bringing
Siri to Life 49
by Norman Winarsky
- In Search of the Next Big Thing 59
An interview with Marc Andreessen by Adi Ignatius
- Six Myths About Venture Capitalists 69
by Diane Mulcahy
- Chobani's Founder on Growing a Start-Up Without
Outside Investors 77
by Hamdi Ulukaya
- Network Effects Aren't Enough 87
by Andrei Hagiu and Simon Rothman
- Blitzscaling 101
An interview with Reid Hoffman by Tim Sullivan

Buying Your Way into Entrepreneurship

by Richard S. Ruback and Royce Yudkoff

The Founder's Dilemma 125

by Noam Wasserman

About the Contributors 137

Index 139