



My Start-Up Life: What a (Very) Young CEO Learned on His Journey Through Silicon Valley

Ben Casnocha

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Ben Casnocha discovered he was entrepreneur at age 12 and hasn't slowed down since. In this remarkably instructive book, Ben dissects the entrepreneurship "gene," explaining that everyone has inherited it if they have an idea to make the world a better place. In Casnocha's case, he found a better way for city governments to communicate with constituents on the Web. Six years later, Comcate has dozens of municipal clients, a growing staff, and a record of excellence. This book is the story of his start-up, but also a conversation with his mentors, clients and fellow entrepreneurs about how to make a business idea work?and how to have the time of your life trying. From Pat Lencioni to Marc Benioff of salesforce.com, Ben has won over the best and brightest of the business world?now it's your turn!

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