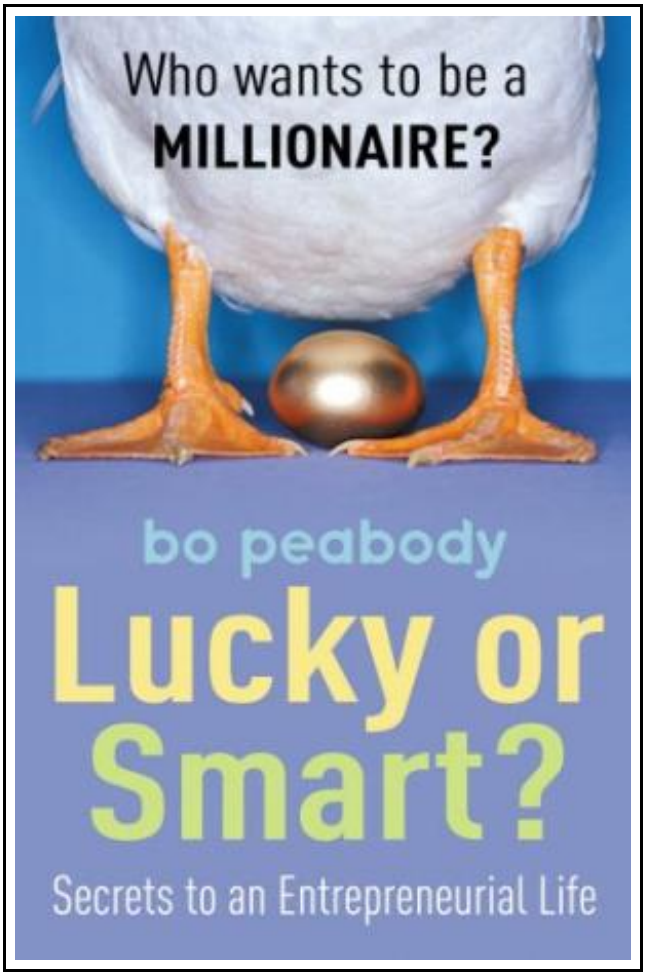
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Cornerstone. Paperback. Book Condition: new. BRAND NEW, Lucky or Smart, Bo Peabody, Is entrepreneurial success atrributed to intelligence or is it just sheer luck? How do you manage the creative people you depend on in your team? A 33-year-old entrepreneur who has made over $580 million offers his wise and witty answer in this guide to building a successful business. Lucky or Smart? is the first truly authentic guide to an entrepreneurial life, written by someone who lives it everyday. Bo Peabody started an Internet company as a 19-year-old student. It helped change the way we communicate by providing the average person with the means to create their own home page. Peabody sold his business to Lycos for nearly $60 million. At the first possible moment, he sold - right before the Internet crash. Thus, the question at the heart of this book: is Bo Peabody lucky or smart? Peabody says he was smart enough to realize he was being lucky, but along the way he discovered what is essential to entrepreneurial success: you have to know if you are an entrepreneur or a manager; you have to know how to manage the creative and often difficult people in your business; and you need to make your business fundamentally innovative, morally compelling, and philosophically positive.

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