The Book Every Aspiring Entrepreneur Needs Right Now

Do you wonder if it's too late to start the high-tech venture you've dreamed about? Is it the right time to create your start-up? New opportunities abound, but can you make it happen? You can—but only if you get the basics right. Now more than ever, entrepreneurs must get back to the basics of sound business practices, and *Engineering Your Start-Up* will show you how.
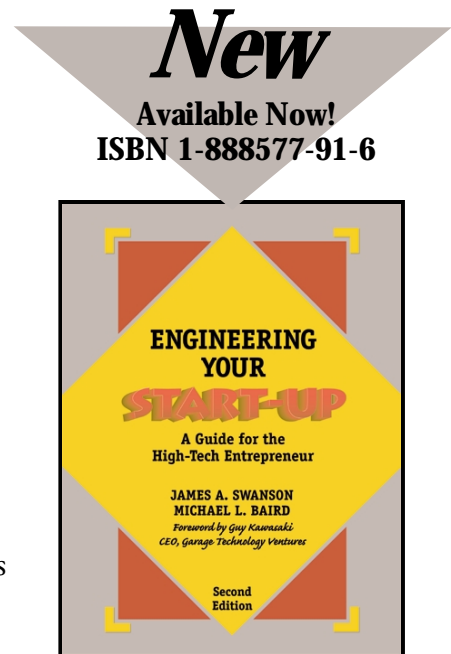
Completely updated for today's business climate, the second edition of *Engineering Your Start-Up* focuses on the fundamentals of launching and growing a business. James Swanson and Michael Baird, both successful veterans of many start-ups, demystify the start-up process with frank advice, insider's tips, and "been there" examples. Numerous case studies show you what to do—and what to avoid. An extensive list of resources steers you to help when you need it. And you'll learn what it takes for *you* to create and manage a start-up, as well as the personal characteristics required for success in your new venture.

Whatever the economy does, entrepreneurs will continue to lead the way to new markets, new ventures, and new technologies. *Engineering Your Start-Up* is a distillation of the key lessons of the high-tech start-up world. You'll find it a book you go back to again and again.

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ENGINEERING YOUR START-UP
A Guide for the High-Tech Entrepreneur
JAMES A. SWANSON
MICHAEL L. BAIRD
Foreword by Guy Kawasaki
CEO, Garage Technology Ventures
Second Edition

About the Authors

Co-authors James Swanson and Michael Baird are founders of the Los Altos Incubator, where aspiring entrepreneurs can seek expert advice. Swanson has more than 25 years of Silicon Valley business experience. He holds an SB degree from MIT and MBA and JD degrees from Stanford University. Baird has spent 30 years in high-tech executive engineering and marketing management. He earned an MBA and a PhD in information and computer science from Georgia Tech.

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