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Go Big or Go Home

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Published 2005, by GO BIG Media

Go Big or Go Home, written in 2005, is a good read for those people just or recently beginning to learn, get involved or launch their own startup. While not highly technical, the book will allow readers to understand the basics on launching and running a startup. Additionally, the book highlights key aspects of the entrepreneurial struggle and aims to assist entrepreneurs in reaching the goal of success. Additionally, the book is segmented into easy to use chapters including (Vision, Growth, Marketing, Capital and Management). Moreover, the book's format allows for readers to understand the salient points through real life examples, recommendations and summaries.

Basic Information

- The book defines systems in which to operate more efficiently, scale your business, set milestones, and achieve success
- Go BIG provides the startup entrepreneur with a point of view on working with little or few resources.
- The book identifies many of the minute and detail issues that entrepreneurs often struggle with (setting goals, defining markets, solutions, and alternatives)

Definitions and Insights

- Learn some different strategies on getting noticed and enhancing the companies exposure and presence
- Understand from real life examples how other recent success have taken come to pass
- Comprehend some techniques for raising or working under capital constraints
- Discover ways to grow quickly in size, presence and impact

“Real World Exaples...”

- Paypal
- Netflix
- Swapalease.com
- Napster

- Kozmo.com

In all, the book is a helpful resource to new entrepreneurs launching companies. Additionally, the book is a good checklist of both reminders and new strategies for the startup to employ. For those more advanced or more knowledgeable on venture capital and startups, you might find the read a bit repetitive, but still a good refresher.