



Entrepreneur Journeys: Bootstrapping: Weapon Of Mass Reconstruction

Sramana Mitra

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In a world battered by economic crisis, Sramana Mitra believes entrepreneurship is the only sustainable path forward to a healthy economic world order. And core to the success of entrepreneurial ventures today is the invigorating art of bootstrapping. Sramana Mitra--a serial entrepreneur, strategy consultant and Forbes columnist--takes aim at this essential route along the roadmap to startup success with *Entrepreneur Journeys, Volume Two: Bootstrapping: Weapon of Mass Reconstruction*. Along with the incisive analysis and commentary that have popularized her blog and Forbes columns, Mitra showcases a dozen successful entrepreneurs and their lessons from the bootstrapping trenches. Overflowing with lively entrepreneurial tangents, theories, and behind-closed-doors-experience, the book rises to the level of economic policy discussion while simultaneously offering practical advice from experienced bootstrappers. Important issues like doing more with less, getting started with little or no capital, and validating the market on the cheap are discussed with the likes of Om Malik of GigaOm and Greg Gianforte of RightNow. In her characteristic narrative style, Mitra shepherds established and aspiring entrepreneurs through a territory she hopes will be claimed by many more in the years to come. "From my perspective it is clear that small business must be a top priority," explains Mitra. "Let us hope that in the coming decade the number of small businesses will double, then triple and quadruple. For here is the most powerful engine of economic growth and sustenance. Here is our way back."

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