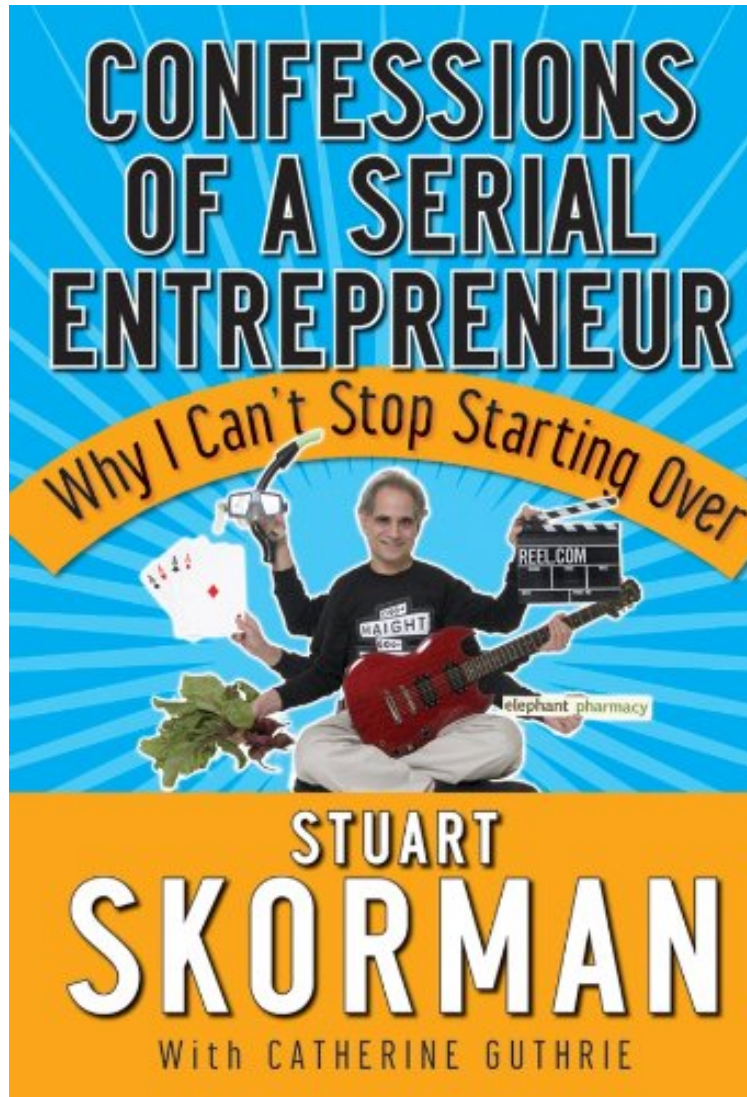


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Confessions of a Serial Entrepreneur: Why I Can't Stop Starting Over

Stuart Skorman

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Entrepreneur Stuart Skorman—the founder of Elephant Pharmacy, Hungryminds.com, Reel.com, and Empire Videomdash; grew up in a retailing family in Ohio. He worked every kind of job, from cab driver to professional poker

player to CEO. In this entertaining, personal account of his coming-of-age in the business world, Skorman gives an insider's view of what it takes to start a business from the ground up. Stuart Skorman offers his hard-won lessons in business for any entrepreneur or small businessperson who wants to create a company that has a heart and soul. He reveals what he learned about marketing while working a stint as a rock band manager and bares his soul about his failure during the dot-com bubble. He describes in vivid terms the roller coaster ride of the entrepreneur in good times and bad and explains how to survive in today's uncertain business environment.