



# **A Joosr Guide to... Zero to One by Peter Thiel: Notes on Start Ups, or How to Build the Future**

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What makes one startup a billion-dollar company while others fail to make it out of the starting gate? Find out why innovation is the key to startup success, and what common mistakes you can avoid to ensure entrepreneurial victory.

Zero to One is an innovators guide to becoming a business success by thinking differently to the mediocrities and failures. It discusses the pitfalls of competition, the absolute necessity of creative monopolies, and the dangers of adopting globalization over technological innovation. By learning to rethink common misconceptions about business in order to create new things, you can become a startup success.

You will learn:

- Why the notion of luck is undermining your chances of startup success
- What competition actually does to weaken capitalism in the world of business and how you can defeat it
- How to protect your creative monopoly once you have established it.

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