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He co-founded four Silicon Valley startups, two of which became publicly traded companies. His best-selling non-fiction novel "Startup: A Silicon Valley Adventure" was selected by Business Week as one of the top ten business books of the year. The book was optioned to Sony Pictures, and is available in paperback. Kaplan is widely known as a serial entrepreneur, technical innovator, bestselling author, and futurist.

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Corporation kept notes throughout his years at the helm, thinking that one day he would produce a book.

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Startup detailed the life of a technical venture from birth to death in a fast-moving and entertaining style. Kaplan does a great job of explaining what it was like to be there and what obstacles they faced in their journey to bring the first pen base computers to market.

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