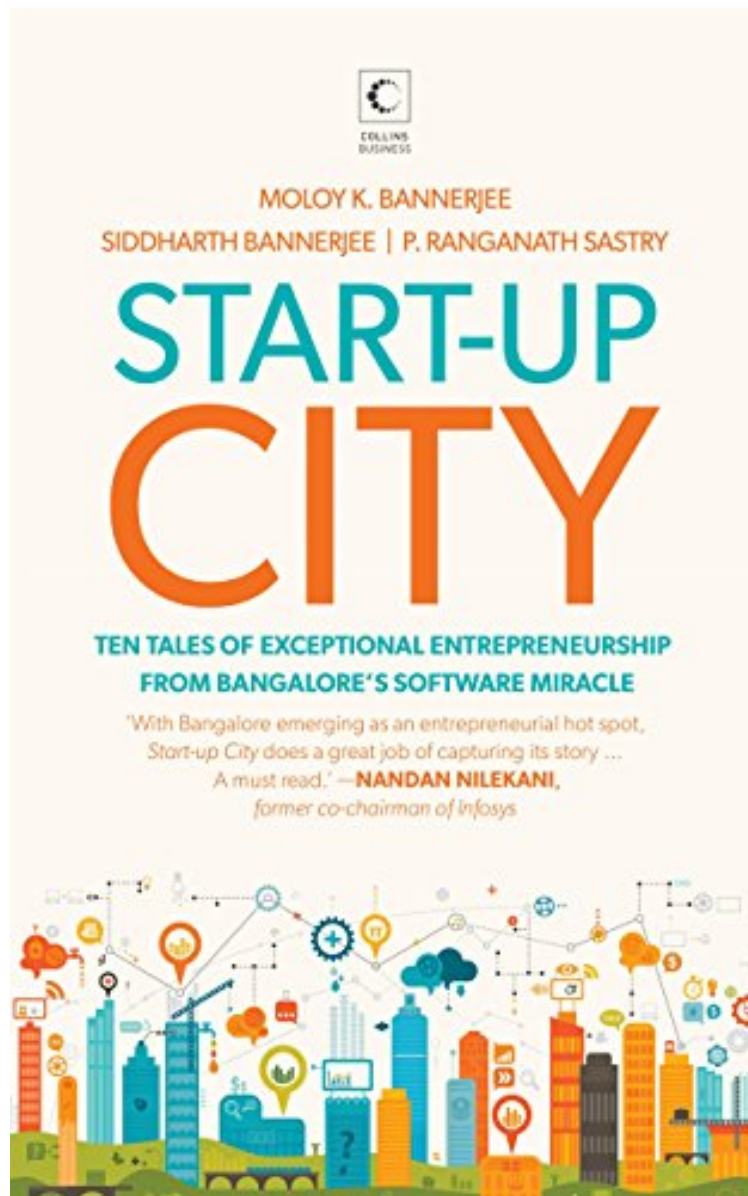


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Start-up City: Ten Tales of Exceptional Entrepreneurship from Bangalore's Software Miracle

Moloy Kumar Bannerjee

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Start-up City is about Bangalore and its booming software sector. It looks at how ten successful first-generation entrepreneurs got to where they are, what they learned along the way and, ultimately, why they chose Bangalore as their start-up city. In the process, it explores questions like: What makes successful entrepreneurs tick? Is it in their nature, or is it a function of how they were nurtured? What compels them to engage in unconventional, high-risk ventures? For anyone interested in Indian entrepreneurship, the struggles and eventual successes of these entrepreneurs will make for interesting and relevant reading. It will most benefit young and ambitious entrepreneurs who may be looking for inspirational, yet accessible, examples to follow on their own journeys.

About the Author Siddharth Bannerjee holds an MSc from the London School of Economics. He is a social entrepreneur, international relations expert, public policy analyst and social research practitioner. Moloy Kumar Bannerjee is a graduate of IIM Calcutta, batch of 1968. He has managed several companies (in India and abroad) in software and product development. P. Ranganath Sastry has an engineering degree from Bangalore University and a postgraduation in Management Studies from Pune University. He has contributed much to software development and general management in companies based in Vadodara and Bangalore.