



## **Kites in a Hurricane: Startups from Cradle to Fame**

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**₹595    ISBN: 9788196294557**

Startups, even the ones started by mature founders, required a lot of investment—both monetary and intellectual—on their entrepreneurial journey in terms of development and collaboration of the ecosystem. There are a million stories out there of successes and failures, of big and small startups, of one-of-a-kind and of every kind of startup. However, one thing is common: the entrepreneurial journey is checkered with highs and lows, difficult decisions, roadblocks, perseverance and lots of advice. Kites in a Hurricane is a book that describes how several startups used technology and entrepreneurial systems in an innovative manner to solve the problems they faced day after day when aspiring to build successful companies.

No one understands this world better than Rishi Kapal who spends all his waking hours surrounded by startups. This book is the essence of his experience with over 500 startups—it will help newer startups navigate through the exciting yet onerous entrepreneurial journey.

You will feel like an insider in the boardroom discussions and decisions of some of the successful startups.

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**About the Author**

**Rishi Kapal** A Stanford LEAD Alumni | Author of 4 acclaimed books | An academician by choice | Three decades of experience in Global Strategy, Management & Transitions | Former CXO @ Sony, Qualcomm, Ericsson, Castrol.

