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# Zero To One: Notes On Startups, Or How To Build The Future By Peter Thiel, Blake Masters: Book Summary

audiobook (summary)

## ZERO TO ONE

PETER THIEL + BLAKE MASTERS

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## Synopsis

This is a book summary by FlashNotes on *Zero to One: Notes on Startups, or How to Build the Future* by Peter Thiel, Blake Masters. If you want to build a better future, you must believe in secrets. The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In *Zero to One*, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from one to n, adding more of something familiar. But when you do something new, you go from zero to one. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. *Zero to One* presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: It starts by learning to ask the questions that lead you to find value in unexpected places.

## Book Information

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## Customer Reviews

A great, short read on making your business truly revolutionary, by someone who knows (ever hear

of PayPal??). You can put it away in a weekend and learn everything you need to know to make a great product experience, that leapfrogs your competition. The first must-read business book of the 21st century!

Decent summary, but it was so incredibly brief (it took me about 10 minutes to get through and I'm a slow reader) that I feel it sacrificed content for brevity. As such, the price is unwarranted, in my opinion. I have since purchased the book. I would recommend this summary only if you have money to burn. I do not believe it adds meaningfully to the book itself.

The ideas and insight behind his book are very powerful although implementing them will take considerable effort and focus. Since this is true for most any endeavor, why not start with an extremely powerful concept? I would recommend that you also find an online interview because he articulates his thinking very effectively and his ideas come through immediately when you hear him speak.

The review was so brief and condensed I ended up getting the book. Too much detail and context was left out. From this experience I am disinclined to purchase book summaries in the future.

Books reinforces lots of ideas that are relevant in this new shared economy and beyond. I personally are in a creative mode but in a more "1 to 2" creativity. This inspires me to pursue a zero to one level of creativity

This is a decent overview, but it's missing some key elements there's huge value in what lies a little bit deeper. Best bet is to actually read Thiels book.

Notes is a great way to review a book that interests you. Zero to One is worth the read as it deals with innovation and product enhancement.

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