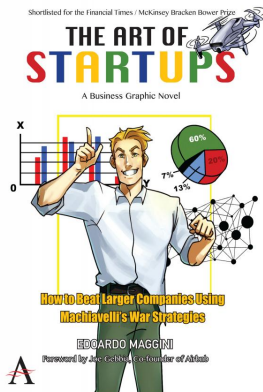




### The Art of Startups

How to Beat Larger Companies Using Machiavelli's War Strategies

By Edoardo Maggini, Foreword by Joe Gebbia



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"This book is a must-read for every founder." —Dan Lyons, Author of *Disrupted: My Misadventure in the Startup Bubble*

"The enduring brilliance of Machiavelli is brought to life in this very compelling and very accessible book. A must-read for every entrepreneur and corporate strategist!" —Mark DeSantis, CEO, Bloomfield Robotics, and Adjunct Professor of Entrepreneurship, Carnegie Mellon University

What does a five-hundred-year-old political and military strategist have to do with the world of startups?

Through a graphic-novel format as innovative as its content, *The Art of Startups* shows how the principles Machiavelli outlined in *The Prince* and *The Art of War* can be applied to the modern business world. Four accessible chapters explore how Machiavellian tactics can help small startups to compete with large companies, maximize innovation with limited resources, negotiate effectively – and lead with impact.

### Contents

Introduction; Foreword by Joe Gebbia, cofounder and chief product officer of Airbnb; Cast of Characters; 1. Maneuvers—How Weak Companies Can Outmaneuver Stronger Ones; 2. Innovation—Using Few Resources to Innovate in a Big Way; 3. Alliances—Keeping Your Friends Close and Your Enemies Even Closer; 4. Leadership—Becoming the Prince; Bonus Chapter; Index.

### About the Author

Edoardo Maggini is a serial entrepreneur and inventor who has co-founded three startup companies in the past 10 years ranging from the food industry to renewable energy. Edoardo, studied at Harvard Business School and worked in New York for a Fortune 500 as operations manager, where he invented an automated cleaning device for elevator steel cables. Edoardo is currently working at his new startup company, Fenix Technologies, in the recycling industry.

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