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Confessions of a Serial Entrepreneur by Stuart Skorman

In “Confessions of a Serial Entrepreneur,” Stuart Skorman recounts the ups and downs of his high-stakes career. Skorman launched the online video store Reel.com in 1997 and sold it three years later for \$100 million — but his online learning site Hungryminds.com bombed. More recently he made a come back with Elephant Pharmacy. Skorman takes us to the card table to show how business can be played like a game of poker.

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