



The Mousedriver Chronicles: The True- Life Adventures of Two First-Time Entrepreneurs

By John Lusk

Basic Books (AZ). Paperback. Book Condition: New. Paperback. 272 pages. Dimensions: 8.2in. x 5.5in. x 0.7in. It all started late one night at The Ginger Man, a popular restaurant in Dallas, Texas. Using the back of a beer coaster and the bartender's pen, Kyle Harrison, in a moment of inspiration, began sketching an unusual computer mouse, shaped like the head of a driver golf club. He took the idea with him to the Wharton School of Business, where he managed to impress his roommate, John Lusk. Upon graduation, they bravely but somewhat naively set forth to launch their company, Platinum Concepts, Inc., and its flagship product, MouseDriver. Settling in San Francisco in an apartment that doubled as home and worldwide business headquarters, they had a front-row seat to the dot-com boom—watching their classmates rake in piles of cash and stock options, while they financed their venture with their own credit cards. The MouseDriver Chronicles is the riveting, one-of-a-kind narrative that chronicles their entrepreneurial journey. It takes us behind the scenes of the authors' tumultuous first two years of business, years marked by endless corporate cold calling, multiple failed attempts to find a distributor, and even a typhoon that derailed their...



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Reviews

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that I am sure that I will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Brennan Koelpin**

Comprehensive guide! Its this type of very good read through. It is actually written in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Bernie Mante PhD**