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solid writing and interesting insight into how uber and airbnb changed the landscape of commerce, but lacks a critical analysis of the players esp given the recent uber infrastructure problems which isn't explored at all. instead all of the characters are given the hero treatment which feels like a missed opportunity to delve into the dysfunction of young upstarts who have little to no management skills in a world where workers are expendable and a few at the top of unicorn companies reap ...

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The Upstarts is a great expose of the founders of Airbnb and Uber and has great analysis of the companies' brands and public perception. A good quick read like The Everything Store, but not as great a story to be told, yet. It is too soon to write about these companies.

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