



# **Start-up City: Ten Tales of Exceptional Entrepreneurship from Bangalore's Software Miracle**

*Moloy Kumar Banerjee, Siddharth Bannerjee, P. Ranganath Sastry*

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Start-up City is about Bangalore and its booming software

sector. It looks at how ten successful first-generation

entrepreneurs got to where they are, what they learned

along the way and, ultimately, why they chose Bangalore as

their start-up city. In the process, it explores questions like:

What makes successful entrepreneurs tick? Is it in their nature, or is it a function of how

they were nurtured? What compels them to engage in unconventional, high-risk ventures?

For anyone interested in Indian entrepreneurship, the struggles and eventual successes of these entrepreneurs will make for interesting and relevant reading. It will most benefit young and ambitious entrepreneurs who may be looking for inspirational, yet accessible, examples to follow on their own journeys.



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