

Ravel Media presents:



Starting Something

An Entrepreneur's Tale of Control, Confrontation & Corporate Culture

Wayne McVicker

“A must-read for all entrepreneurs.” – Denis Coleman, Founder, Symantec

Starting Something is the “roller coaster” story of Neoforma, a software firm that accidentally became a dotcom darling and eventually a public company. *Starting Something* engages the reader with the captivating story of how Neoforma survived its struggles against daunting obstacles—and in the process delivers a wealth of insight, information, and advice for entrepreneurs, told on a very human level. The book covers what every entrepreneur needs to know to effectively balance personal control, respond positively to confrontation and develop a great and lasting corporate culture.

ISBN: 1-932881-01-8

Category: Business/Entrepreneurship

Price: \$22.95

Publication Date: October 28, 2004

Format: Cloth

Trim: 5.5 x 8.5

Page Count: 409

Illus: 63 b&w photos & illustrations

Carton Quantity: 24

Author Resides: Los Altos Hills, California

Competition:

- *Startup*: Jerry Kaplan, September 1996, ISBN: 0-14-025731-4
- *Good to Great*: Jim Collins, October 2001, ISBN: 0-06-662099-6
- *The Innovator's Solution*: Clayton M. Christensen, Michael E. Raynor, September 2003, ISBN: 1-57851-852-0

Endorsements:

- Denis Coleman, founder of Symantec
- Jerry Kaplan, author of *Startup*
- Mimi Grant, President, Adaptive Business Leaders

Reviews:

- Kirkus: “... a tale of financial daring exciting enough to interest a general readership.”

Awards:

- 2004 DIY Book Festival, Winner, Best Non-Fiction & Winner, Grand Prize, Book of the Year
- Winner in the Business category of the 2005 Writers Notes Book Awards
- Winner in the 2005 BookAnnouncements Business Author of the Year Award
- Winner of the Business category at the 2005 Independent Publisher Book (IPPY) Awards

Sales materials to support the book:

- Press Releases and Media kits
- Review copies available to the Media
- Website (www.startingsomething.com)

Sales Handles:

- Author founded and was an executive in a public company worth \$3 billion.
- Author “made a few hundred million and lost a few hundred million”
- Valuable list of “12 Things to Keep in Mind When *Starting Something*” gives readers a memorable “take-away”

Audience:

- Aspiring entrepreneurs
- Business executives and managers
- HR professionals
- General narrative non-fiction readers

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