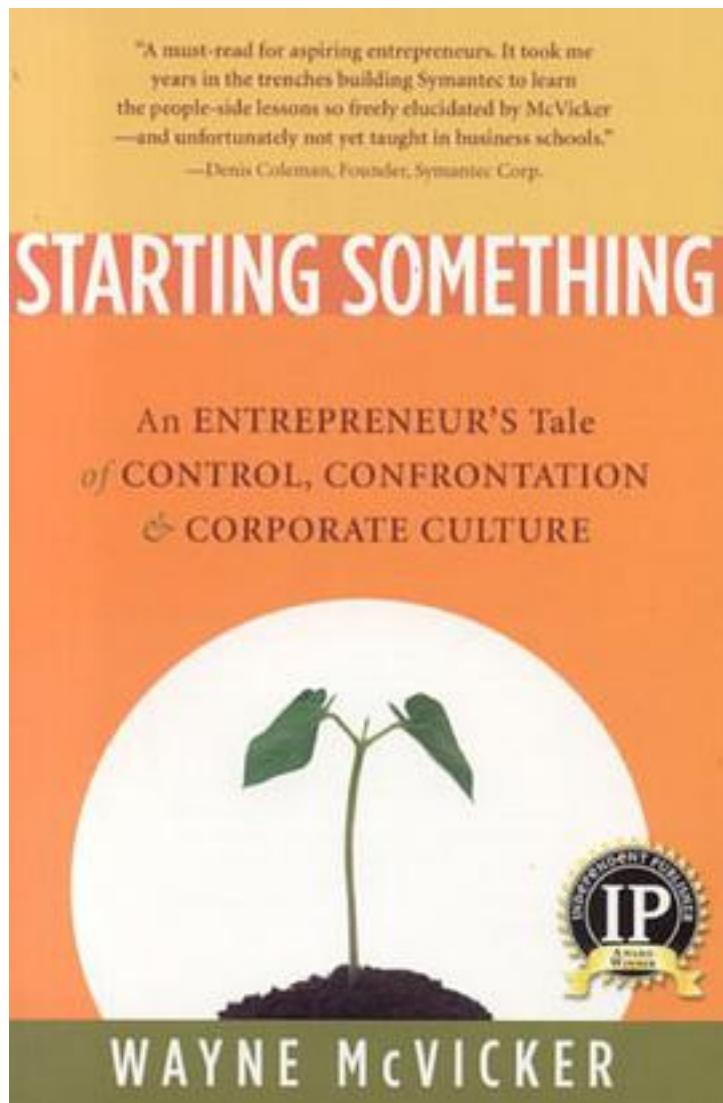


Starting Something



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A must-read for all entrepreneurs. The 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 on a very human level a wealth of insight, information, and advice for entrepreneurs.

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