



Lucky or Smart?: Secrets to an Entrepreneurial Life

Bo Peabody

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At twenty-seven, Bo Peabody was an Internet multi-millionaire. In the heady days of the late 1990s, though, when every cool kid had an IPO, that wasn't very remarkable. What is remarkable is that he's even more successful today. He has co-founded five different companies, in varied industries, and made them thrive during the best and worst of economic times. Through it all, the one question everyone asks is: Was it his smarts that made him an entrepreneurial leader, or was it just plain luck? The truth is, Bo was smart enough to know when he was getting lucky. And he wants you to have the same advantage.

With proven methods for success and a witty, conversational voice, Bo takes the reader through the lessons his experiences as an entrepreneur have taught him. At the heart of Bo's manifesto is a mantra that everyone, whether working for a multinational corporation or a solo start-up, should heed: If you want your business to be successful, make sure your work is fundamentally innovative, morally compelling, and philosophically positive.

Lucky or Smart? will teach you how to put yourself in a position to get lucky, create the right situations for success, and take advantage of every opportunity. It is the first truly authentic guide to an entrepreneurial life, a must read for anyone looking for his or her own road to fulfillment.

Lucky or Smart?: Secrets to an Entrepreneurial Life Details

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Author : Bo Peabody

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From Reader Review Lucky or Smart?: Secrets to an Entrepreneurial Life for online ebook

Kevin Shockey says

I thought it was going to be simpleton stupid, but it was actually pretty interesting. Bo makes some decent points:

- surround yourself with smart people;
- trust their opinions and leadership;
- B students found companies, A students turn them into successful businesses;
- don't burn your bridges, pay it forward, you'll never know when.

In the end it helped me see some mistakes I'm making...

Todd says

This book was included in my book: The 100 Best Business Books of All Time. www.100bestbiz.com

German Diaz says

Bueno

Un libro muy básico, muy pero muy básico, prefiero otro tipo de libro como technology venturas o steve blank, no obstante como lectura está bien

Ponnusamy K says

Good.

He is describing, How B student and A student will behave, Why the 95 Year old lady applied divorce after 75 years. What Good to Great says to entrepreneurs.

Brian says

I really enjoyed this book; it was very entertaining. Having worked at one of Bo's companies and eaten at his restaurants it hit home. I only wish it were 250 pages rather than 50

Raj Shankar says

I would call it a booklet rather than a book. If you are on a short haul flight or car ride - slip it into your coat pocket and you will be done during the journey a couple of times over. No jokes! The book is small and entertaining. It has harsh truths put too bluntly. Its been a book, i pick up often and just read a little and put it back into my library. If you are entrepreneurial you will love it. Here is a slightly longer review: <http://rajshankar.wordpress.com/2012/...>

Peter Song says

my only takeaway from this book was that as an entrepreneur you are a B student or B player. Good at many things. Jack of master trades, master at none. However you will need to hire A players, those who are specialized in certain areas that you need and can help you grow.

Larry Ball says

The only truly valuable review for this book can come from fellow entrepreneurs. I am not one by Peabody's definition. As a non- entrepreneur, I found the book highly entertaining and well structured. It was also concise with little fluff. Great work Bo!

Scott says

Very quick read (58 pages total) and very simple concepts, such as the author's belief in starting "fundamentally innovative, morally compelling and philosophically positive companies," that "B-students" start companies and "A-students" are hired to manage those companies, and that is important to understand "the difference between being lucky and being smart."

While I appreciate the candor and simplicity of the book, and stories of the author's successes are mostly entertaining, it's a bit too falsely modest and self-congratulatory at some points (e.g., the author relates a story where he had started to answer a question that he didn't know the answer to, but then his partner stops him and says, "We don't know," and then the author uses that as an example of his own ability to admit when he doesn't know the answer to a question). And, as the author points out himself in the concluding chapter, what worked for him might not work for others.

Still, he's a millionaire and a published author, and I'm not, so there's that.

Shhhhh Ahhhhh says

Well-balanced book on entrepreneurship.

Cristobal says

Short but full of ideas about what makes entrepreneurs succeed. It is both brains and luck. And as the author says it is in large part having the brains to figure out that you're lucky so that you know when to walk away.

Desiree says

Even though I am not a first time entrepreneur, I decided to pick up this little book as I am interested in starting up yet another business.

Fairly interesting, definitely easy to read.

His answer to the title question is: "I was smart enough to realize I was getting lucky." He talks a lot about the differences between entrepreneurs and managers. He says that entrepreneurs want results immediately, while managers are happy to wait. Entrepreneurs understand everything about nothing and a little bit about a lot of things. They tend to get bored quickly with any one task. That definitely describes me!

"Train yourself not to shut down when you hear the word "no." That is in fact just the time to really start fighting." "Always be gracious." I have a hard time with that one, I can get sarcastic when angered and do things that are definitely NOT in my best interests!

"Entrepreneurs are born. not made." Hmmmm, I think I was born this way, I can remember thinking like this as a child. I am not so sure that I totally agree with this as a blanket statement however!

Definitely recommended for anyone who wants to explore their entrepreneurship!

Audrey says

"Start a company that is fundamentally innovative, morally compelling, and philosophically positive." Bo shares this and other interesting tidbits in this quick read. He has several insightful takeaways from his "smart enough to know he was lucky" days as an entrepreneur. Some great tips, although I'd take with a grain of salt about entrepreneurs being "born" and not raised...I think there's a TED Talk arguing the latter...

Ryan says

Yay B students.

Boo A students.

Jeff Horn says

It's always good to be smart enough to know when your lucky. The challenge is to know the difference while it is occurring.
