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Nota di contenuto	The trough of sorrow: The early years of Airbnb -- Jam sessions: The early years of Uber -- The nonstarters: SeamlessWeb, Taxi Magic, Cabulous, Couchsurfing, Zimride -- The growth hacker: How Airbnb took off -- Blood, sweat, and ramen: How Uber conquered San Francisco -- The wartime CEO: Airbnb fights on two fronts -- The playbook: Uber's expansion begins -- Travis's law: The rise of ridesharing -- Too big to regulate: Airbnb's fight in New York City -- God view: Uber's rough ride -- Escape velocity: Fights and fables with Airbnb -- Global mega-unicorn death match!: Uber versus the world.
Sommario/riassunto	Ten years ago, the idea of getting into a stranger's car, or walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. Led by people like Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the

process. *The Upstarts* is the story of two new titans of business and a dawning age of tenacity, conflict, and wealth. In Brad Stone's account of the most radical companies of the new Silicon Valley, we discover how it all happened.

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