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## Unscaled: How AI and a New Generation of Upstarts Are Creating the Economy of the Future

By Hemant Taneja

PublicAffairs. Hardcover. Condition: New. 304 pages. A venture capitalist who helped launch businesses including Warby Parker and Snapchat captures the zeitgeist of a new generation of upstarts who unscale--renting technology platforms to grow big without the bloated organizations of corporate giants. How did Warby Parker become the worlds hottest maker of designer-style eyeglasses and upend the business model of Luxottica, the giant of the global eyewear industry Luxottica spent decades and billions of dollars scaling up--building factories, buying a distribution company, cutting licensing deals with designer labels, making acquisitions. Warby Parker, in contrast, used the economies of unscale. It rented the technology platforms it needed to cheaply and easily start a small company, build a better product, and become a global competitor in no time. Hemant Taneja describes this new generation of upstarts who are using the internet, mobile networks, social media, digital-payment systems, cloud computing, open-source software, global contract manufacturers, and artificial intelligence to make better products for niche markets. The unscale economy is the guiding principle behind Tanejas genius as a venture capitalist, finding and investing in companies where lucrative opportunities result from focusing on specific customer needs--in industries from finance to energy, media, consumer goods, healthcare, and...



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