

Colin C. Campbell

**START.
SCALE.
EXIT.
REPEAT.**

Serial
Entrepreneurs'
Secrets
Revealed!

"No book has come closer to cracking the code of what it takes to make a startup successful."

MICHELE VAN TILBORG,
CEO STARTUP CLUB, 1 MILLION MEMBERS

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Start. Scale. Exit. Repeat

by Colin C. Campbell



Non-Fiction - Business/Finance

472 Pages

Reviewed on 12/04/2023

Book Review



Reviewed by Foluso Falaye for Readers' Favorite

Colin C. Campbell shares the highs and lows of his entrepreneurial journey and gives readers the knowledge they need to succeed in their business endeavors. His book, *Start. Scale. Exit. Repeat*, offers a comprehensive analysis of his right and wrong moves while starting, scaling, exiting, and repeating in his multiple startups. The book also contains insights from serial entrepreneurs and experts gleaned from hundreds of startup interviews, which reveal the smart choices and avoidable errors they made in their entrepreneurial endeavors. We follow stories from various entrepreneurs, examples from today's major successful companies, and the author's business exploits in different countries. Prepare to discover why understanding stories, people, money, and systems is crucial for success in entrepreneurship.

Colin C. Campbell covers every topic thoroughly and engages readers by sharing substantial real-life stories from entrepreneurs and popular brands, including Microsoft and Android. Throughout the book, several intriguing ideas are delivered concisely and neatly highlighted, making it easy to pick the core messages of each chapter and read the book quickly. One key message I got from this book, among many, is that it can take a decade to get my big break—a reminder to be patient and consistent with my efforts. *Start. Scale. Exit. Repeat* is one of the most revelatory and valuable business resources out there. You will not only learn how to succeed as an entrepreneur but also recognize when a business has run its course. It's a must-read for budding and actual entrepreneurs, as well as individuals working with startups and similar enterprises.