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Wasserman has identified clear a set of dilemmas facing founders. Choices have to be made between alternatives with no choice obviously better than another. All come with significant upsides and downsides. Solved appropriately, the founders will survive to face the next dilemma. Fail, and there could be no next dilemma.

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[The Founder's Dilemmas] comes recommended by relevant authors Brad Feld, Eric Ries and my former classmate Jeff Busgang, all of whom really know what they are talking

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about. It's rigged up as a parallel structure between serious statistical research and anecdotal stories that are meant to guide you, the entrepreneur, in the early decisions that stand to influence the future success of your business.

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Noam Wasserman, a long-time Harvard Business School professor and author of the bestseller The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup, this summer will...

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Often downplayed in the excitement of starting up a new business venture is one of the most important decisions entrepreneurs will face: should they go it alone, or bring in cofounders, hires, and investors to help build the business?

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To the extent that some founders have trouble focusing on a single idea rather than pursuing new projects, boards can also serve as a check on that tendency. · Noam Wasserman, The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup

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