

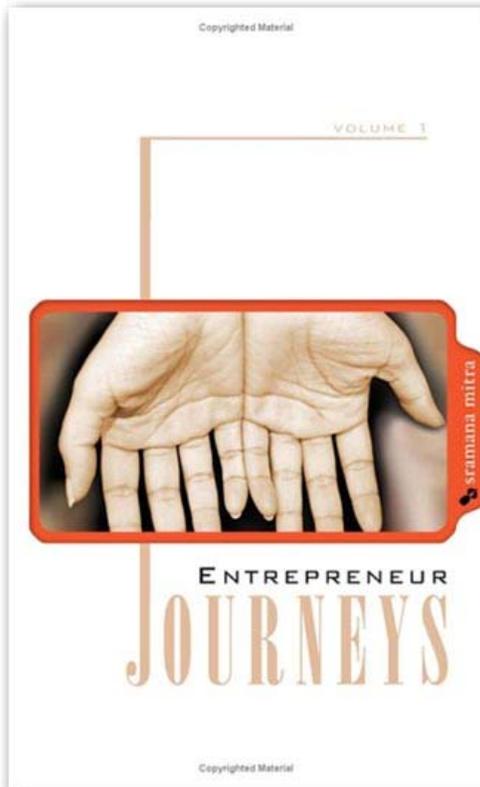
# ENTREPRENEUR JOURNEYS Kindles Vertical Integration



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**Press Release Summary: Sramana Mitra, while researching Amazon for her Forbes column, enters into experimental book project with Amazon's BookSurge which may signal more changes in store for the publishing industry. The book ENTREPRENEUR JOURNEYS, on sale today at amazon.com details the start-up years of a dozen successful high-tech entrepreneurs.**

**Press Release Body:** As serial entrepreneur, strategist, and columnist **Sramana Mitra** details in her columns today ([Amazon: Will It Kindle Vertical Integration](#), her [paidContent article](#), and in her Forbes column [My Adventure With Amazon](#) which is a follow-up to her previous piece [How Amazon Could](#)

[Change Publishing](#)), her maiden voyage in book publishing begins as an experiment. By using Amazon's BookSurge, her royalty rate is nearly three times the normal 10-15% that authors make in traditional publishing arrangements and Mitra is only completely funding her own publicist. In addition to revealing an interesting twist in the evolution of Amazon and vertical integration, with long term consequences for the publishing industry, this experiment also produces **ENTREPRENEUR JOURNEYS, Volume One** (\$16.95 paperback available from [www.amazon.com](http://www.amazon.com)). In this engaging book Sramana Mitra offers the rare seat at the table with some of today's most successful entrepreneurs providing an intimate look at how to build a thriving business.

As one entrepreneur speaks with another, readers gain access to case studies—conversations really—exploring the alleys of entrepreneurship in a way that only an experienced strategist like Mitra can probe and extract. Her synthesis of key learnings and incisive analysis add great depth to her discussions with:

- Sridhar Vembu founder and CEO of AdventNet, and Jerry Rawls, co-founder and CEO of Finisar, on bootstrapping
- Steve Hafner co-founder and CEO of Kayak, Gautam Godhwani, founder and CEO of SimplyHired, and Russ Fradin, co-founder and CEO of Adify, on taking on giants
- Philippe Courtot Chairman and CEO of Qualys, and Steve Singh, Chairman and CEO of Concur, on disrupting business models
- Marcos Galperin co-founder and CEO of MercadoLibre, and Edward Fields, founder and CEO of HotChalk, on addressing unmet market needs
- Hans Peter Michelet Executive Chairman of Energy Recovery Incorporated (ERI), Carol Realini, founder and CEO of Obopay, and Harish Hande co-founder and Managing Director of SELCO, on tackling planet scale problems

A renowned strategist in her own right, Mitra is a true Silicon Valley insider—an entrepreneur who has founded three companies, a strategy consultant who has worked with some 75 companies, a columnist for Forbes and author of the widely syndicated business blog Sramana Mitra on Strategy ([www.sramanamitra.com](http://www.sramanamitra.com)).

[ENTREPRENEUR JOURNEYS](#) is accessible through its story-telling narrative, and at the same time academic in its depth of insight. This

is a book that is sure to please anyone interested in building a new business, but is essential reading for every technology entrepreneur.

“In entrepreneurship, I believe, lie solutions to many of the problems facing our modern world,” explains Sramana Mitra. “[ENTREPRENEUR JOURNEYS](#) is my attempt to capture that tribal knowledge accumulated in the private lives of great entrepreneurs and institutionalize it, so entrepreneurs all over the world can vicariously experience those conversations, those dinners, lunches, coffees, which I have been fortunate to have access to, and through which I built myself up.”

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