

# Backable

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# Synopsis

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No one ever makes it alone. What is it about certain people that makes us want to take a bet on them? As it turns out, it's not what you think. Backability is not driven by having the best experience, the finest pedigree or the most innovative ideas. In fact, many highly successful people are backed long before they are qualified. We tend to view these people as lucky. But the decision to back them is neither an accident nor a mistake and rarely the result of good luck. Drawing from his own business experience, countless interviews with some of tech's biggest innovators and compelling case studies of classic success stories such as Howard Schultz and Elon Musk, Gupta breaks down the qualities of backable people. *Backable* pulls back the curtain on the elusive x-factor that some people just seem to have and offers concrete tools like crafting the right pitch and scaling the vision for a project. Anyone from aspiring entrepreneurs to start-up stars can master these skills and jumpstart their next big idea.

## Reader's comments

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