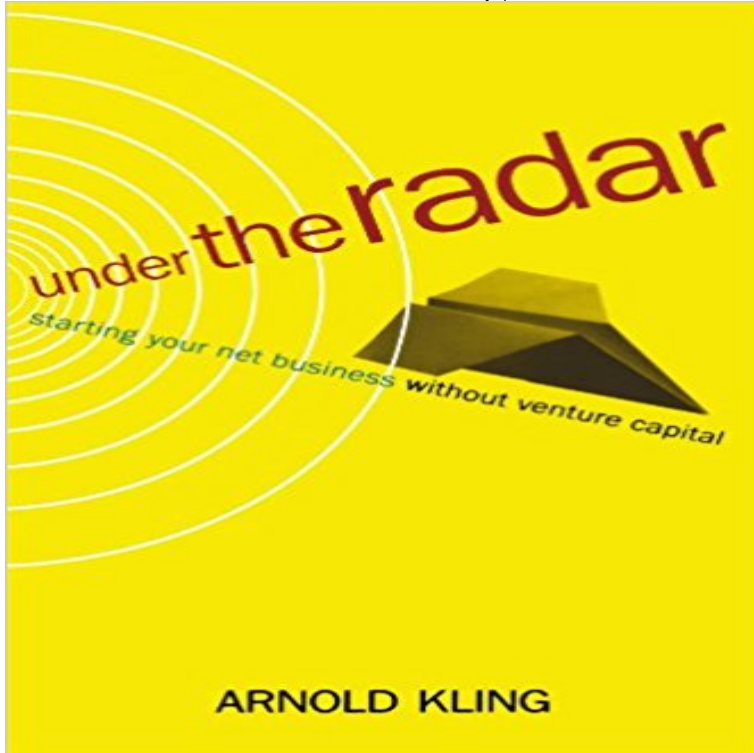


Under the Radar: Starting Your Net Business Without Venture Capital



In this distinctive and timely guide, Arnold Kling, an experienced Netstrapper who sold his Internet company for \$85 million, reveals how he and so many like him are building enduring Web companies by combining traditional entrepreneurial scrappiness with pragmatic adoption of technologies. These are the businesses--low frills and niche--that the Web was really built for. In this book he shares their success stories. Along the way he provides practical coaching on every important aspect of launching a solid Internet enterprise--from evaluating business ideas to finding the most suitable partners to raising capital. His step-by-step guide will help you map out a robust plan and launch a business that is free from market turbulence and investor control.

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