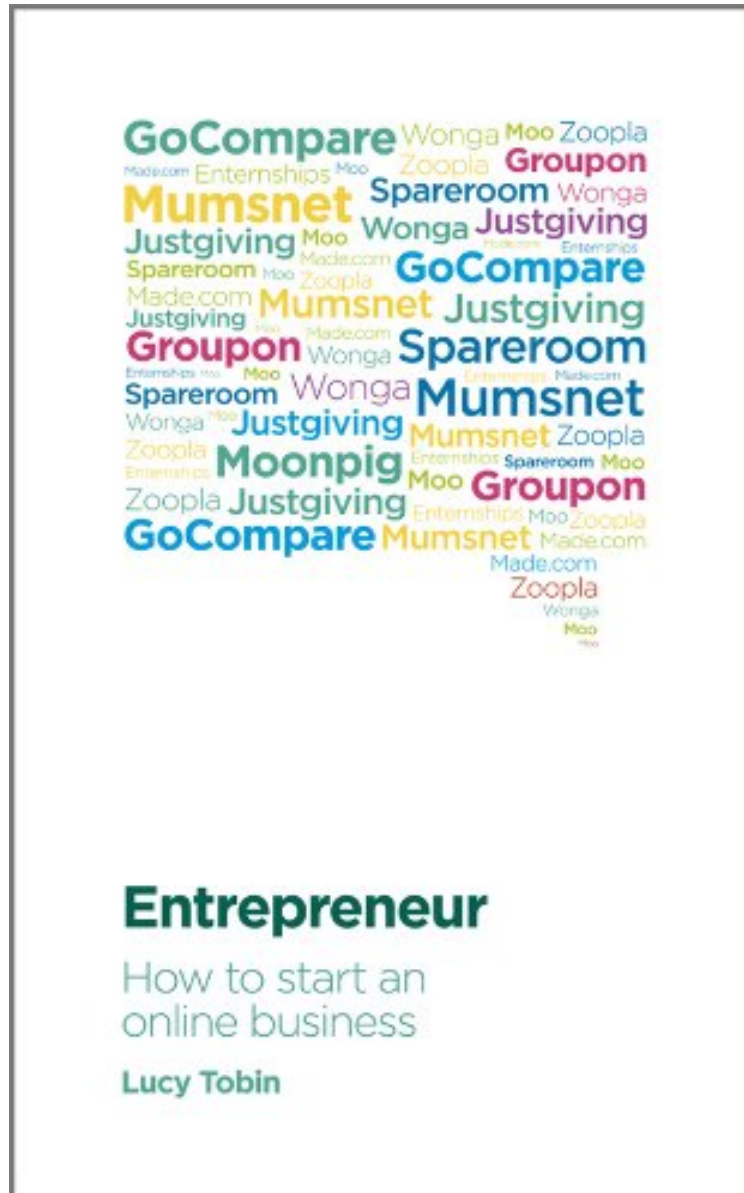


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Entrepreneur: How to Start an Online Business

Lucy Tobin

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'An inspirational offering into the UK's best and brightest in the world of online. (Entrepreneur Country, March 2012)
For any budding entrepreneur who wants to learn from those that have been there, done that, and got the successful web business. (Seven Hills, 26th April 2012) A book that is a cut above the usual business tracts, thanks in large part to Tobin's experience in the field, knack for bringing out the best in her interviewees, and superior writing skills. (Talk Business Magazine, June 2012)
From the Back Cover
The secrets of the UK's biggest online entrepreneurs revealed
Thinking of starting a business? Already have a business online and looking to take it to the next level? The wonderful world wide web has made creating a start-up that much easier. Thousands of people are out there reaping the rewards the web can bring. If you want to join them, you've come to the right place. Profiling today's foremost web entrepreneurs. Lucy Tobin; who meets successful business founders every week writing an enterprise column for The Evening Standard; takes us through their start-up stories and maps out exactly what's made them so successful. You'll hear first hand from the biggest sparks behind some of the UK's top online businesses. With interviews, practical advice and insights, you'll learn how they did it, what they recommend, and how you can do it too.
About the Author
Lucy is a newspaper business journalist and writes a weekly feature on entrepreneurs in the Evening Standard. She has commented on entrepreneurship in Britain on TV including BBC News, Show me the Money and on radio including BBC Radio 5 Live and Talk Sport. She has also done several TV appearances on BBC Breakfast. Since graduating with a First from Oxford in 2008, she's held full-time journalistic positions at The Times, The Evening Standard (where she currently works) and The Daily Express, and has written 500+ articles for other newspapers including The Guardian, Independent, Sunday Times Magazine, Daily Telegraph, Boston Globe, Toronto Star, plus magazines like Prima, The Lady and Grazia. She is the author of two previous books, Pimp Your Vocab (Portico, 2009) - a parent's guide to the slang words kids don't want you to know; and A Guide to Uni Life (Trotman, 2009) - a student's guide to university. She marketed both these books with lead-length articles in The Guardian, Sunday Times, Evening Standard, and other articles in the Daily Mail, The Sun, and Independent. She also had tag-lines referencing the books in articles in Grazia and talked about them in TV appearances on BBC Breakfast, a vast number of BBC local radio stations, LBC radio, plus foreign radio stations in the US, South Africa and Spain.