



# Summary : Zero To One - Peter Thiel with Blake Masters: Notes on Startups, or How to Build the Future

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**Complete summary of Peter Thiel and Blake Masters' book: "Zero To One: Notes on Startups, or How to Build the Future"**

This summary of ideas from Peter Thiel and Blake Masters' book "Zero To One: Notes on Startups, or How to Build the Future" shows how many companies believe the key to innovation is improving things that already exist. According to Thiel and Masters, this isn't innovation at all. Real innovation means going from 0 to 1, creating a completely new things that haven't been seen before.

To help you, the authors detail 10 key concepts to keep in mind:

1. Start from scratch
2. Become a monopoly
3. The appeal of competition
4. The last-mover advantage
5. Success is not a lottery
6. The power law
7. The role of secrets
8. Culture and sales
9. Man and computers
10. The founder's paradox

**Reasons to read this summary:**

- Save time
- Be a pioneer in true innovation
- Create brand new products for a successful business

**To learn more, read the summary of "Zero To One" and find out how you can practice real innovation to create a brand new product that sells!**

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