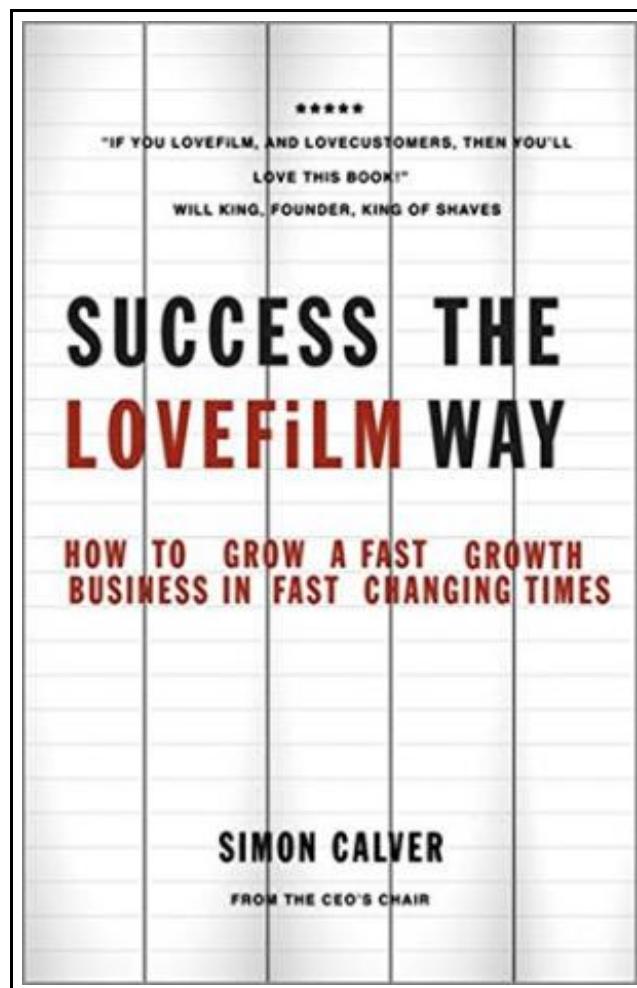


## Success the LOVEFiLM Way: How to Grow a Fast Growth Business in Fast Changing Times



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John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Success the LOVEFiLM Way: How to Grow a Fast Growth Business in Fast Changing Times, Simon Calver, As you might expect from a company responsible for renting so many thrillers, there's rarely a dull moment at LOVEFiLM. From start-up, through mergers and fast paced growth, culminating in a takeover by an internet giant, few corporate adventures encapsulate the archetypal modern business story as neatly as that of LOVEFiLM. In the 6 years from inception to the defining deal with Amazon, the company underwent a near constant process of change and evolution. They simply didn't sit still for a minute. As the chief executive who guided LOVEFiLM through these fast-paced times, Simon Calver tells the story of how they grew the company from a series of small start-ups into a multi-million pound enterprise and well-loved household name. Calver offers his personal insights and key lessons on everything from how to manage spectacular growth, to the importance of taking big risks and how small entrepreneurial companies can benefit from big companies thinking. Success the LOVEFiLM Way is an essential read for anybody who wants to start and grow a successful business, and learn how to stay ahead of the curve in a rapidly changing and growing industry. The LOVEFiLM story offers interesting insights into the way modern businesses, and particularly those backed by venture capital, succeed. There are useful lessons for anyone looking to start or grow a business using this route. Simon Calver explains both the challenges and opportunities that VC funding raises. Calver is right to describe this as the classic modern business story. Alex Mitchell, Head of Influencer Relations, IoD The LOVEFiLM story was a great read. It's honest, insightful and very entertaining. It shows...

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