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The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup Noam Wasserman Often downplayed in the excitement of starting up a new business venture is one of the most important decisions entrepreneurs will face: should they go it alone, or bring in cofounders, hires, and investors to help build the business?

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In his new book, The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup, HBS Associate Professor Noam Wasserman tells readers how to anticipate, avoid, and, if necessary, recover from the landmines that can destroy a nascent company before it has the chance to thrive. In this excerpt, he discusses the pros and cons of recruiting friends and family members as ...

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The Founder ' s Dilemmas (2013) reveals exactly what it takes to become the founder of a start-up company. Drawn from the author ' s research and case studies, this step-by-step guide will help you navigate the rough waters of your company ' s early stages.

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Wasserman is the author of The Founder ' s Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup. The book is based on data on "10,000 founders from 3,500 start-ups" assembled by Wasserman. It was reviewed in the Family Business Review.