Silicon Valley, Innovation capital of the world. What is the secret to this booming global hotspot for high-tech startups? Why did Silicon Valley give birth to so many mega-successful companies like Apple, Yahoo, Google, Facebook, LinkedIn, Twitter, eBay, WhatsApp? In this book Peter Ester and Arne Maas seek the answer to this intriguing question. The Silicon Valley startup success story, so they argue, is rooted in a highly advanced entrepreneurial ecosystem: skilled talent, top universities, access to venture capital, professional support infrastructure, and a facilitating government. Innovative startup entrepreneurship is embedded in a culture that advocates risk-taking, creativity, invention, and sharing. Silicon Valley above all is a mindset, a belief in thinking beyond the here and now. It is about passion and ambition. But the book also points out the blatant social inequality that goes with the Silicon Valley story.

The authors illustrate their “Silicon Valley Innovation & Startup model” by interviewing Dutch entrepreneurs and stakeholders in the Valley. 

Silicon Valley: Planet Startup aims at both scholars and practitioners in the field of entrepreneurship, innovation, and startups, as well as at ambitious students and entrepreneurs who are fascinated by new business ventures in a highly competitive environment.

Peter Ester is Professor of Human Capital at Rotterdam Business School, the Netherlands.  
Arne Maas is Professor of Marketing at Rotterdam Business School, the Netherlands.

“Excellent insights for starting entrepreneurs.” — Arthur van Hoff, CTO and Founder at Jaunt

“So much has been said about Silicon Valley mystique and success. But this book nails it! A must read for entrepreneurs, students, and policy makers.” — Vish Mishra, VC at Clearstone

“This book is both a guide and a source of inspiration.” — Mark Rutte, Prime Minister of the Netherlands