Twitter Thread by Universal Mind



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10 Powerful Quotes From the Book: "Zero to One"

By Peter Thiel

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1. “Brilliant thinking is rare, but courage is in even shorter supply than genius.”

2. “Madness is rare in individuals—but in groups, parties, nations, and ages it is the rule,”

3. “The most valuable businesses of coming decades will be built by entrepreneurs who seek to empower people rather than try to make them obsolete.”

4. “If your product requires advertising or salespeople to sell it, it’s not good enough: technology is primarily about product development, not distribution.”

5. “A product is viral if its core functionality encourages users to invite their friends to become users too.”

6. “The most contrarian thing of all is not to oppose the crowd but to think for yourself.”

7. “Sometimes you do have to fight. Where that’s true, you should fight and win.”

8. “the single most powerful pattern I have noticed is that successful people find value in unexpected places,”

9. “Ralph Waldo Emerson captured this ethos when he wrote: “Shallow men believe in luck, believe in circumstances…. Strong men believe in cause and effect.”

10. “you’ve invented something new but you haven’t invented an effective way to sell it, you have a bad business—no matter how good the product.”

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