**Book Review**

**Lucky or Smart?: Secrets to an Entrepreneurial Life**

**Refreshing Old Adage - Formula for Success, There is None.**

I finished listening to "Lucky or Smart?: Secrets to an Entrepreneurial Life" yesterday and I must say that found it interesting. Bo Peabody, the entrepreneurial mind behind Tripod has explained the gist of his experiences with employees, ideas, VC's and industry in general. If you are fond of business books, you probably already have heard about almost every idea mentioned in the book already, but there is more to it. It's the emphasis on passion and having philosophically positive ideas for betterment of the world, yes seriously. Also I enjoyed how Bo phrased importance of ignorance and also knowing that you don't know. A combination of these two is a killer!

An skeptic might say that the writing is very distributed; Its not themed to follow a certain pattern and can easily be named as disparate thoughts of a one time successful (or lucky) entrepreneur. I agree, it might not be the best book out there but its definitely one of the very good ones. Something I noted; there is a pun in the book towards "Good to Great", one of the best books in its genre backed up by years of research. You can always disagree with the ideas and BO gave a good justification for what he does, but there isn't just any match for statistical data which backs it up. You can disagree with Freakonomics and bring examples from "How to lie with statistics" but data holds, rants don't.
About the Reviewer

Adnan Masood works as a web architect and technical lead for Green Dot Corporation where he develops SOA based middle-tier architectures, distributed systems, and web-applications using Microsoft technologies. He is a Microsoft Certified Trainer holding several technical certifications, including MCPD (Enterprise Developer), MCSD .NET, and SCJP-II. Adnan is attributed and published in print media and on the Web; he is technical editor for "Microsoft Windows Server AppFabric Cookbook" and also taught Windows Communication Foundation (WCF) courses at the University of California at San Diego.

Adnan regularly presents at local code camps and user groups. He is actively involved in the .NET community as cofounder and president of the of San Gabriel Valley .NET Developers group. Adnan holds a Master’s degree in Computer Science; he is currently a doctoral student working towards PhD in Machine Learning; specifically interestingness measures in outliers using Bayesian Belief Networks. He also holds systems architecture certification from MIT and SOA Smarts certification from Carnegie Mellon University.