



Net Profit: How to Succeed in Digital Business

David Soskin

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"This book has been written by an experienced entrepreneur who has built a highly successful online business. He understands the challenges first hand, and gives readers invaluable advice about the how they too can make it big in the digital world."

—**Luke Johnson**, Chairman Risk Capital partners and *Financial Times* columnist

Online business can be a goldmine – or a minefield. David Soskin, former CEO of Cheapflights and Chairman of mySupermarket.co.uk, has faced all the problems thrown up by building a business on the Internet, and solved them. Here, he shows you how to:

- Convert a brilliant idea into something that actually pays
- Get the funding you need to expand
- Build a great team of staff and advisers
- Keep the cash flowing
- Go global!

Net Profit provides much needed inspiration and reassurance for would-be start ups and established businesses who want to do more online.

"I wish this book had been written ten years ago when I first entered the e-commerce industry."

—**Glenn Fogel**, EVP - Corporate Development and International, Priceline.com

"David Soskin combines the insightful mind of a top consultant, the hardened vision of a serial entrepreneur, and the practicality of a successful businessman. Read this book!"

- **Robin Buchanan**, Adviser/Board member of multiple companies, previously the Dean and President of London Business School and also the UK Senior Partner of Bain & Company, the leading global consulting firm.



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