

"The Strong Start Up" is a gutsy and clear-eyed survival guide for entrepreneurs who are tired of the hype and hungry for real insight.

With the soul of a mixtape and the sharpness of a boardroom strategist, this book hits every note. It exposes the traps, myths, and mindsets that derail even the most promising startups. It is not just about building a company. It is about building the right foundation for growth, resilience, and leadership. This is essential reading for founders and investors in supply chain startups who want to avoid costly missteps and build businesses that last. If you are serious about doing the hard work of turning vision into reality, this book will keep you grounded and fired up.

Daniel Stanton, "Mr. Supply Chain"
Author, Supply Chain Management For Dummies and
Project Management with AI For Dummies

"Raw and unfiltered and at times righteously funny, Marianna delivers a sharp, no-nonsense and witty take on the complex world of leading within the supply chain IoT landscape.

She blends expert insights with real-world experience, making even the most technical concepts accessible and entertaining. You'll never hear the song "Welcome to the Jungle" the same way again. It's a must read for professionals looking to lead boldly in an increasingly connected world."

Lissa Rose D'Arcy, ISO TC104



MARIANNA LEVTOV

Strong Startup Playbook

Foundations for Successful Business

HOW NOT TO BE THE
NEXT CAUTIONARY TALE

MARIANNA LEVTOV

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