



Typo: The Last American Typesetter or How I Made and Lost 4 Million Dollars

David Silverman

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Two months before David Silverman's 32nd birthday, he visited the Charles Schwab branch in the basement of the World Trade Center to wire his father's life savings towards the purchase of the Clarinda Typesetting company in Clarinda, Iowa. *Typo* tells the true story of the Clarinda company's last rise and fall — and with it one entrepreneur's story of what it means to take on, run, and ultimately lose an entire life's work. This book is an American dream run aground, told with humor despite moments of tragedy. The story reveals the impact of losing part of an entire industry and answers questions about how that impacts American business. The reader sees in Clarinda's fate the potential peril faced by every company, and the lessons learned are applicable to anyone who wants to run his or her own business, succeed in a large corporation, and not be stranded by the reality of shifting markets, outsourcing, and, ultimately, capitalism itself.



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