

Internet, Entrepreneur, Online Publishing, Small Business

Listen to the complete interview: Bob Young

[Founder & CEO, Lulu.com](#)

Introduction Track: Keywords/Phrases

- Online publishing
- Red Hat, Inc.
- Open source
- Publishers
- Authors
- Entrepreneur
- Canadian Football League
- Hamilton, Ontario
- Customers

All sample questions are designed in order to apply internet search as a basis for exploring and discovering new information.

Sample Questions

- Why did Bob Young get into the online publishing business? What is his general philosophy that led to the founding of Lulu.com
- How is the business model associated with Lulu.com different then that of a traditional publisher?
- How is the term “book” defined within Bob Young’s online publishing model?
- What advice does Bob Young have for individuals interested in running an internet-based business?
- How did Bob Young get started as an entrepreneur? How did his general pathway in entrepreneurship evolve?
- Why advice does Bob Young provide about focusing on the needs of the customer? What does he warn as a potential shortcoming of entrepreneurs focused only on their idea and not the customer?
- How does Bob Young describe the difference between the academic world and the business world and how does it apply to students today?