



Spotting the Trend: An Entrepreneur's Success Story

Jenny Chang

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When Jenny Chang teamed up with her husband and sister to start an Internet security company, she struggled with juggling a new business, family life, and the demands of traveling. But Trend Micro, Inc.-founded in 1988 with \$5,000 in seed money-grew into a Nikkei 225 company making more than \$1 billion per year in revenue and with operations in more than twenty countries. In this business book/memoir, she looks back at how she and her partners capitalized on the global threat of cyber-crime, turning a fledgling company into an amazing growth story. Chang does much more than just revisit the company's history: She shares the story of the three founders and their vision, and she reveals all the details behind how they transformed the security industry-and their own lives-in ways they never imagined.

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