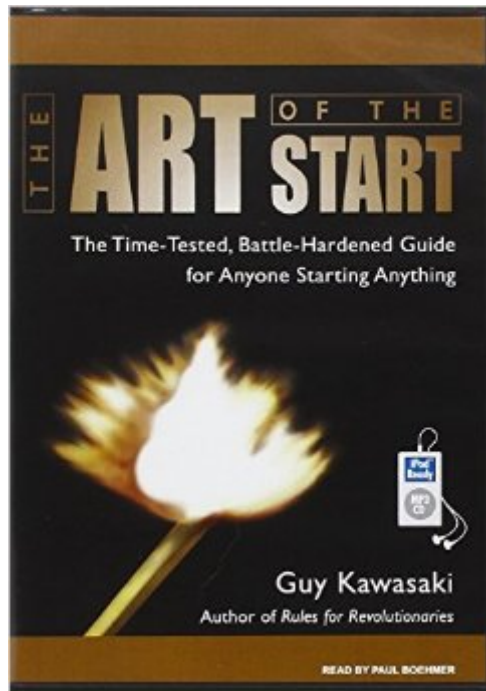


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# The Art Of The Start: The Time-Tested, Battle-Hardened Guide For Anyone Starting Anything



## Synopsis

What does it take to turn ideas into action? What are the elements of a perfect pitch? How do you win the war for talent? How do you establish a brand without bucks? These are some of the issues everyone faces when starting or revitalizing any undertaking, and Guy Kawasaki, former marketing maven of Apple Computer, provides the answers. *The Art of the Start* will give you the essential steps to launch great products, services, and companies-whether you are dreaming of starting the next Microsoft or a not-for-profit that's going to change the world. It also shows managers how to unleash entrepreneurial thinking at established companies, helping them foster the pluck and creativity that their businesses need to stay ahead of the pack. Kawasaki provides readers with GIST-Great Ideas for Starting Things-including his field-tested insider's techniques for bootstrapping, branding, networking, recruiting, pitching, rainmaking, and, most important in this fickle consumer climate, building buzz. At Apple, Kawasaki helped turn ordinary customers into fanatics. As founder and CEO of Garage Technology Ventures, he has tested his iconoclastic ideas on real-world start-ups. And as an irrepressible columnist for *Forbes*, he has honed his best thinking about *The Art of the Start*.

## Book Information

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## Customer Reviews

This is a truly great book. I didn't expect to get so much from it; I'm battle-hardened myself and thought I knew a lot about starting companies and thinking about product development and marketing. I'm an author myself, of two technical books (you can search for me in 's author index)

so I understand the process and am have pretty high standards in reading and judging books. I've read the first 20 pages of a lot of supposedly similar books and given up on them. Time, after all, is one of the most valuable assets to an entrepreneur, and I won't have mine wasted. But with *The Art of the Start* I was learning and thinking on every page, and genuinely got excited about my own business by reading this book; it doesn't get much better than that. Guy Kawasaki has a gift for getting right to the heart of an issue, in a no-nonsense way, which of course every entrepreneur needs; I'm often thinking: make your point already! And right when you're about to call into question one of the points the author is making (and he does make some bold points that you're tempted to question) he follows it immediately with "for example..." and the examples are so compelling and clear, you immediately accede his point, change your own thinking slightly, and keep reading. I wrote Guy Kawasaki a long email while I was on an airplane and had been reading this book, to tell him that I loved it. I normally would never do such a thing, but he points out in the book that you should always include your email address and not hide from customers, and you should answer your email, so it occurred to me that it might be okay to write to him. So I did, and he wrote back to thank me.

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