

[PDF] Reality Check: The Irreverent Guide To Outsmarting, Outmanaging, And Outmarketing Your Competition

Guy Kawasaki - pdf download free book



Books Details:

Title: Reality Check: The Irreverent

Author: Guy Kawasaki

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Description:

Review A veteran tech entrepreneur, venture capitalist, and commentator on Silicon Valley culture offers real-world advice on how the best companies are started, funded, and run. Though the diversity of topics gives this audio a stream-of-consciousness flow, the material actually covers many

complicated topics with cohesion. The advice, all of it succinct and immediately digestible, is on every start-up challenge imaginable from organizing venture-capital presentations to hiring, collaborating, marketing, and managing talent. The author's blunt opinions and colloquial language make listening a breeze. Paul Boehmer's energetic reading contributes to the author's streetwise vibe. Boehmer's quick pacing and smart-aleck tone are good vehicles for pouring out Kawasaki's potent no-nonsense advice. --AudioFile --This text refers to the edition.

About the Author

Guy Kawasaki, who helped make Macintosh a household name, now runs Garage Technology Ventures, a venture-capital firm. He has held his workshop, "Boot Camp for Start-ups," around the world. Kawasaki is the author of seven previous books, including **Rules for Revolutionaries**.

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