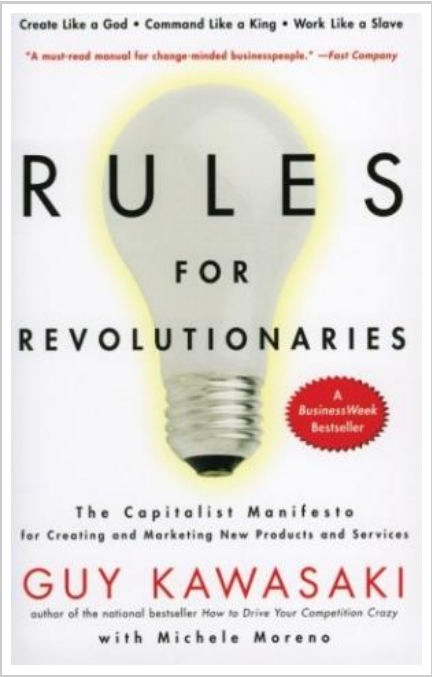


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Rules for Revolutionaries: The Capitalist Manifesto for Creating and Marketing New Products and Services

By Guy Kawasaki

HarperBusiness. Paperback. Book Condition: New. Paperback. 224 pages. Dimensions: 7.9in. x 5.2in. x 0.6in.Guy Kawasaki, CEO of garage. com and former chief evangelist of Apple Computer, Inc. , presents his manifesto for world-changing innovation, using his battle-tested lessons to help revolutionaries become visionaries. Create Like a GodTurn conventional wisdom on its head-create revolutionary products and services by analyzing how to approach the problems at hand. Command Like a KingTake charge and make tough, insightful, and strategic decisions-break down the barriers that prevent product adoption and avoid death magnets (the stupid mistakes just about everyone makes). Work Like a SlaveGet ready for hard work, and lots of it. To go from revolutionary to visionary, youll need to eat like a bird-relentlessly absorbing knowledge about your industry, customers, and competition--and poop like an elephant--spreading the large amount of information and knowledge that youve gained. Filled with insights from top innovators such as Amazon. com, Dell, Hallmark, and Gillette and rich with hands-on experience from the front lines of business, Rules for Revolutionaries will empower you--whether youre an entrepreneur, engineer, inventor, manager, or small business owner--to turn your dreams into reality, your reality into products, and your products into customer magnets. This item...

Reviews

This book will be worth getting. Better then never, though i am quite late in start reading this one. Its been written in an extremely basic way which is only right after i finished reading this book through which actually altered me, alter the way i believe.

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