



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 God Turn conventional wisdom on its head—create revolutionary products and services by analyzing how to approach the problems at hand. Command Like a King Take 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 Slave Get ready for hard work, and lots of it. To go from revolutionary to visionary, you'll 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 you've 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 you're 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...



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