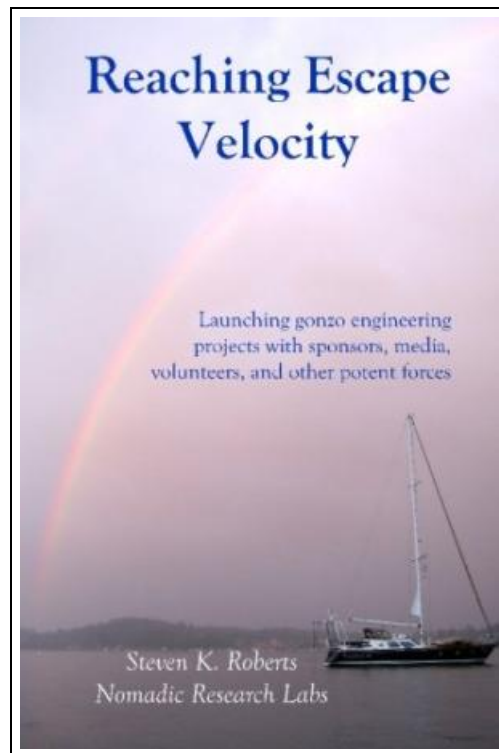


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## REACHING ESCAPE VELOCITY: LAUNCHING GONZO ENGINEERING PROJECTS WITH SPONSORS, MEDIA, VOLUNTEERS, AND OTHER POTENT FORCES



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Nomadic Research Labs, United States, 2009. Paperback. Book Condition: New. 196 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book is for those who are attempting to launch a massive engineering project or expedition with minimal financial or human resources. It is not about specific hardware or software technical methods; it is about the meta-hack of developing enough support and buzz to get your project to take on a life of its own. Large corporations do this with brute-force methods (unlimited money and people), but individuals face daunting hurdles when competing for mindshare and resources. Without the ability to leverage larger forces as a sort of martial art, it is exceedingly difficult for a lone geek to escape the gravity well. This little book is the collection of trade secrets that have made my 25 years of adventures possible. the art of working with sponsors, media, and volunteers to get an insanely ambitious project off the ground and keep it moving on its own momentum.



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