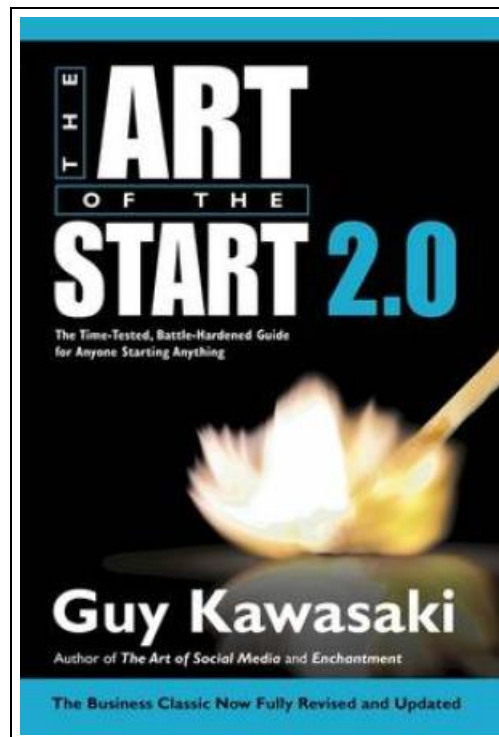


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Penguin Books Ltd, United Kingdom, 2015. Paperback. Condition: New. Fully rev. and upd. Ed.. Language: English . Brand New Book. Fully revised and expanded for the first time in a decade, The Art of the Start 2.0 is Guy Kawasaki s classic bestselling guide to launching and making your new product, service or idea a success. This new edition has been expanded to reflect the seismic changes in business over the last decade, in which once-invulnerable market leaders have struggled and many of the basics of getting established have become easier, cheaper and more democratic. Today, business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. Cloud computing makes basic infrastructure affordable for almost any new venture. The Art of the Start 2.0 will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team, creating an awesome product or service, and facing down your competition. Whether you re an aspiring entrepreneur, own a business, or want to get more entrepreneurial within any organisation, this book will help you make your crazy ideas stick. It s an adventure that s more art than science - the art of the start. The Art of the Start 2.0 is the ultimate entrepreneurship handbook. Kawasaki s generous wisdom, tips, and humour reflect his successes and failures. We can all benefit from his insights Arianna Huffington, president and editor in chief, Huffington Post A successful entrepreneur requires three things: a garage, an idea, and this book - Guy s irrepressible guide to the raw essentials of life in a young company Michael Moritz, Sequoia Capita Guy Kawasaki is the chief evangelist of Canva...



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