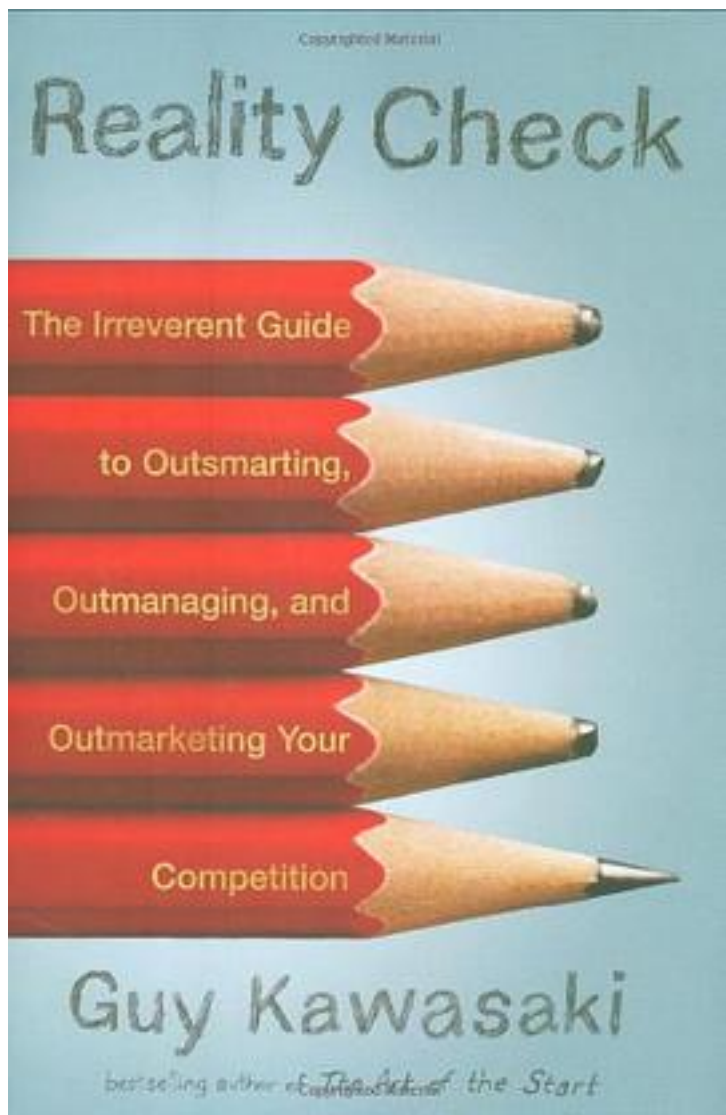


# Reality Check



[Reality Check\\_下载链接1](#)

著者:Guy Kawasaki

出版者:Portfolio Hardcover

出版时间:2008-10-30

装帧:Hardcover

isbn:9781591842231

More uncommon common sense from the bestselling author of The Art of the Start .

In Silicon Valley slang, a “bozo explosion” is what causes a lean, mean, fighting machine of a company to slide into mediocrity. As Guy Kawasaki puts it, “If the two most popular words in your company are partner and strategic , and partner has become a verb, and strategic is used to describe decisions and activities that don’ t make sense” ... it’ s time for a reality check.

For nearly three decades, Kawasaki has earned a stellar reputation as an entrepreneur, venture capitalist, and irreverent pundit. His 2004 bestseller, The Art of the Start , has become the most acclaimed bible for small business. And his blog is consistently one of the fifty most popular in the world.

Now, Kawasaki has compiled his best wit, wisdom, and contrarian opinions in handy book form. From competition to customer service, innovation to marketing, he shows readers how to ignore fads and foolishness while sticking to commonsense practices. He explains, for instance:

- How to get a standing ovation
- The art of schmoozing
- How to create a community
- The top ten lies of entrepreneurs
- Everything you wanted to know about getting a job in Silicon Valley but didn’ t know who to ask

Provocative, useful, and very funny, this “no bull shiitake” book will show you why readers around the world love Guy Kawasaki.

作者介绍:

盖伊·川崎 (Guy Kawasaki) ，盖伊出生在夏威夷，获得斯坦福大学的心理学学位及加利福尼亚大学洛杉矶分校MBA学位。曾担任苹果电脑公司的第二位软件“布道师”，说服人们为苹果电脑开发软件。他也是网站Alltop的共同创立人，这个资讯网站收集了很多人们关注的热点题材。

盖伊共写过9本书，其中包括《商业周刊》最佳畅销书《创业的艺术》。同时，他的博客是世界上最受欢迎的博客之一。

目录:

[Reality Check\\_下载链接1](#)

## 标签

创业

business

创新

《需求》 goodreads

间接

Yang

Marketing

英文原版

## 评论

虽然时常被Kawasaki的自以为是给雷倒，但此书实在是创业领域的话题大全。

-----  
[Reality Check\\_下载链接1](#)

## 书评

-----  
[Reality Check\\_下载链接1](#)