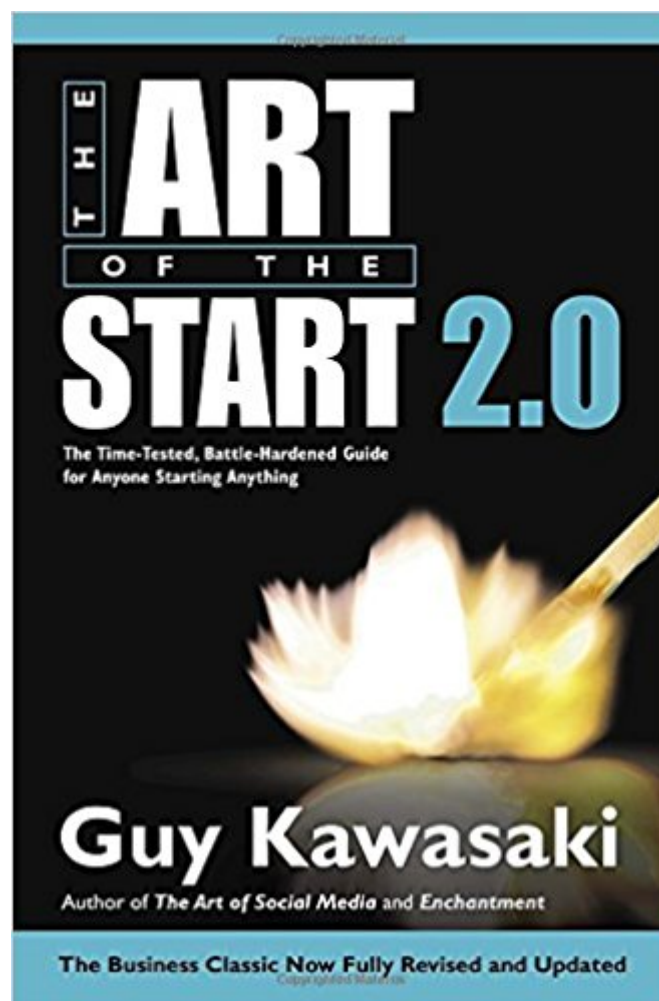The book was found

The Art Of The Start 2.0: The Time-Tested, Battle-Hardened Guide For Anyone Starting Anything

Synopsis

Fully revised and expanded for the first time in a decade, this is Guy Kawasaki's classic, bestselling guide to launching and making your new product, service, or idea a success.Whether you're an aspiring entrepreneur, small-business owner, intrapreneur, or not-for-profit leader, there's no shortage of advice on topics such as innovating, recruiting, fund raising, and branding. In fact, there are so many books, articles, websites, blogs, webinars, and conferences that many startups get paralyzed, or they focus on the wrong priorities and go broke before they succeed.Â The Art of the Start 2.0 solves that problem by distilling Guy Kawasaki's decades of experience as one of the most hardworking and irreverent strategists in the business world. Guy has totally overhauled this iconic, essential guide for anyone starting anything.Â Itâ ™s 64 percent longer than version 1.0 and features his latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics.Â Guy understands the seismic changes in business over the last decade: Once-invulnerable market leaders are struggling. Many of the basics of getting established have become easier, cheaper, and more democratic. 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. The cloud makes basic infrastructure affordable for almost any new venture.Â The Art of the Start 2.0 will show you how to effectively deploy all these new tools.Â 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.Â As Guy likes to say, â œEntrepreneur is a state of mind, not a job title.â • His book will help you make your crazy ideas stick, through an adventure that's more art than science â " the art of the start.

Book Information

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Customer Reviews

â œThe Art of the Start 2.0 is the ultimate entrepreneurship handbook. Kawasakiâ ™s generous wisdom, tips, and humor reflect his successes and failures. We can all benefit from his insights.â • â ”Arianna Huffington, president and editor in chief, Huffington Postâ œThis is a must-read book for every entrepreneur.â • â ”Mark Cuban, owner of the Dallas Mavericks and star of Shark Tankâ œIt is wise to learn from experience, but it is even wiser to learn from the experiences of others. In The Art of the Start, my friend Guy Kawasaki shares the lessons behind the scars of his entrepreneurial adventures and the wisdom heâ ™s gained in the process. Guy offers field-tested, practical help to anyone wanting to start a business, an organization, or even a church.â • â ”Rick Warren, author of The Purpose-Driven Life Â â œGuy has done it againâ ”evangelized something useful and meaningful. This time, itâ ™s a bottom-up business approach profound in its simplicity: Focus on whatâ ™s real and forget the fluff. And please, read the last chapter first.â • â ”Pierre Omidyar, founder of eBay, co-founder of Omidyar NetworkPraise for the original edition of The Art of the Start: "A successful entrepreneur requires three things: a garage, an idea, and this book â " Guy's irrepressible guide to the raw essentials of life in a young company." â ”Michael Moritz, Sequoia Capital "This is a delightful, complete, and consummately practical entrepreneur's handbook. Every person who wants to start a business should read it." â ”Clayton Christensen, author of The Innovator's Dilemma "Anyone trying to change the world should read The Art of the Start." â ”Wendy Kopp, founder of Teach for America

Guy Kawasaki is the chief evangelist of Canva (an online design service) and an executive fellow of the Haas School of Business at U.C. Berkeley. Previously, he was the chief evangelist of Apple and special advisor to the CEO of the Motorola business unit of Google. His many acclaimed books include The Art of Social Media and Enchantment. He lives in Silicon Valley with his family and on social media where he has ten million followers..

A person close to Bill Gates (or at least used to) recommended this book to me originally.After reading The Art of the Start 1.0, I couldn't wait to pre-order the Art of the Start 2.0. This version is a comprehensive update based on 1.0. Not only it is very comprehensive in telling you what is required to do a start up in terms of legals, marketing, funding, partnering, how to set up a vision, etc, etc. Everything in this book is by experience. You get to learn from a guy who has been in every

position, meaning from the employee perspective, from the point of view of a person in the garage trying to start a company, then how do you marketing your product, demo it to potential investor and he is also a VC so he can also tell you perspective from a VC. You get insight from end to end. More than that, he also put in a lot of references, so not just writing up his own stories.Before you go too deep into the details in starting up your own company, there are a couple key mindsets mentioned in the book that we all need to make it right.1. Make meaning -- make the world a better place. Instead of just thinking your startup would make a lot of money, try to make meaning first. Then everything shall follow.2. Always dream big but start from small. While your startup might be the next Fortune 100 company, and you own a lot of market share. But before that, you need to start from small and then build from there. Google started with a concept of inbound links would make it a better way for search. It is a small idea but eventually led to a new search engine and then they grew from there.In my opinion, having the right mindset in place is more important than knowing all the available action items. When you have the mindset, you will know how to choose the action items.

Funny thing about this book is that I stumbled upon it. I was initially convinced to read the Lean Startup. As usual, I thought I'd read a few critical reviews. All it took was the first review, and thanks to that random guy, I've enjoyed quite a wealth a knowledge. This is not to take away anything from the Lean Startup, in fact, I admit that I'm pretty biased since I haven't read it. But compared to many entrepreneurship books I've read in the past, none of them have had nearly as much content that was ACTIONABLE.For a guy with a background working in Silicon Valley, I had imagined most of the content wouldn't have been easily transferable. Yet, the author has managed to generalize his content so that it could relate to multiple industries. Granted, some of his recommendations focus more on product than service oriented businesses, but still useful nonthelesHe breaks down the startup journey into four blocks: conception, activation, proliferation and obligation. The topics that really hit home for me include: bootstrapping, positioning, pitching, recruitment, schmoozing, evangelism (without the religious connotations) and successful partnerships.Throughout his narrative, he meshed a sense of humor which made the flow quite smooth. He also managed to apply great and relevant quotes throughout his chapters. He ends the book with a bang, with an awesome afterword.My takeaway quotes: "The first follower is the one who transforms the lone nut into a leader.""Socialism never took root in America because the poor see themselves not as an exploited proletariat but as temporarily embarrassed millionaires." - John Steinbeck"You can't build a reputation on what you're going to do." - Henry Ford"The whole problem with the world is that

fools and fanatics are always so certain of themselves, but wiser people are so full of doubts." -
Bertrand Russell

I was expecting a straight to the point book as Guy always does but he ended up with a set of
articles stretched in a book length.The points are strong and useful but wrapped in a distracting
blahh blahh that will make you tired and leave it aside until you give up and you just feel happy you
helped him make a living. If his online presence is his giving part, this book is where he takes.

Guy Kawasaki does it again with great tips, tricks and fabulous guidelines for anyone starting
anything. Guy walks you through the process of building a business - from conception, activation,
proliferation, through obligation. I didn't expect to get so much from "The Art of the Start 2.0".This is
truly the best book to empower yourself, to become a successful entrepreneur. Take heed
especially of Chapter 9 - The Art of Socializing. Social media is the trifecta of marketing: fast, free
and ubiquitous. The time you spend reading more about content creation, content curation, tools to
optimize sharing and how to get more followers will be paid back within days by the extra focus it
brings to your efforts. This chapter is a must-read for everyone who wants to share like a Pro.After
my first reading of the book, I was inspired and improved my socialmedia on a variety of decisions. I
expect to read it again in the upcoming weeks so that I may extract more of Guy's wisdom. Guy has
been my guru for years for all things I do as an intrapreneur and entrepreneur. He helped me by
providing straight-forward information that, when heard in a hangout at Google or read in a book,
becomes the best way in which to operate.Whether you're a first-time entrepreneur starting from
scratch, or someone who wants to rediscover the entrepreneurial spirit while working in the confines
of a big company, this book is a must read -- and one that can be consumed in just a few hours.Get
it. Read it. Change the world!

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