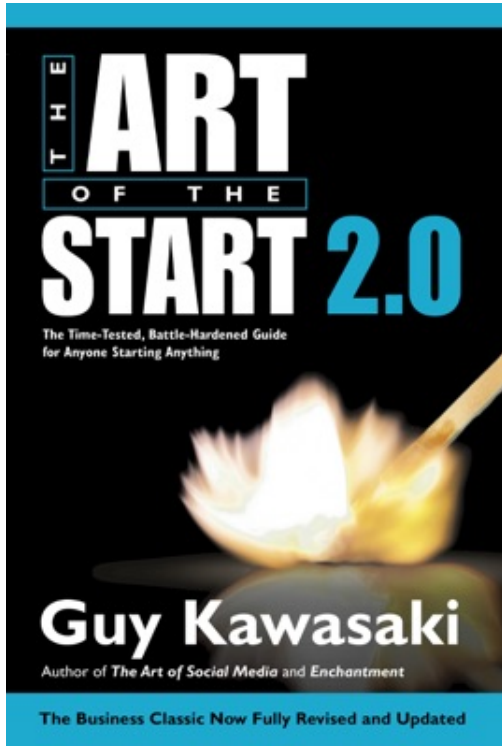


# Descargar libros The Art of the Start 2.0 gratis (PDF | ePub | Mobi) Guy Kawasaki DG Media



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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.

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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 (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 adviser to the CEO of the Motorola business unit of Google. His many acclaimed books include *The Art of Social Media and Enchantment*.

**Title** : The Art of the Start 2.0  
**Author** : Guy Kawasaki  
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