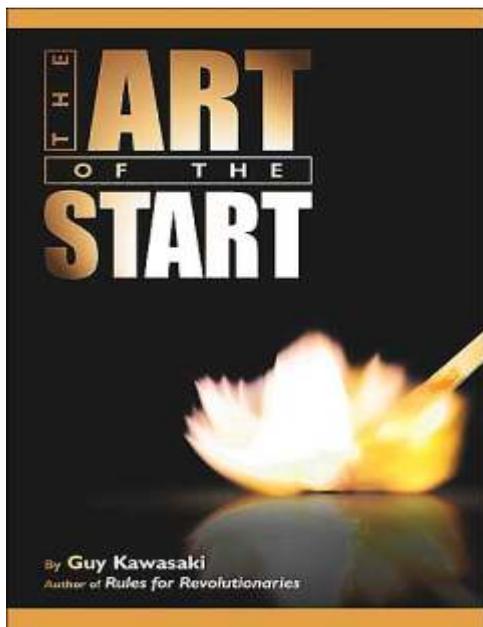


NATIONAL BESTSELLER



Read by Paul Boehmer

Category: Business

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Guy Kawasaki has written nine books, including *Reality Check*, *Rules for Revolutionaries*, and *How to Drive Your Competition Crazy*. His blog, *How to Change the World*, is one of the most popular blogs in the world.

Kawasaki is also a cofounder of Alltop.com and cofounder of Garage Technology Ventures. He lives in Silicon Valley.

Paul Boehmer is a seasoned actor who has appeared on Broadway, film, and television. As a narrator, Paul has recorded the *New York Times* bestseller *The Rise of the Fourth Reich* by Jim Marrs, *The Express* by Robert C. Gallagher, and an award-winning production of *Moby Dick*.

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GUY KAWASAKI

THE ART OF THE START

The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

A new product, a new service, a new company, a new division, a new anything—where there's a will, here's the way, with Guy Kawasaki's essential steps to launching one's dreams.

What does it take to turn ideas into action? What are the elements of a perfect pitch? How do you win the war for talent? How do you establish a brand without bucks? These are some of the issues everyone faces when starting or revitalizing any undertaking, and Guy Kawasaki, former marketing maven of Apple Computer, provides the answers.

The Art of the Start will give you the essential steps to launch great products, services, and companies—whether you are dreaming of starting the next Microsoft or a not-for-profit that's going to change the world. It also shows managers how to unleash entrepreneurial thinking at established companies, helping them foster the pluck and creativity that their businesses need to stay ahead of the pack. Kawasaki provides readers with GIST—Great Ideas for Starting Things—including his field-tested insider's techniques for bootstrapping, branding, networking, recruiting, pitching, rainmaking, and, most important in this fickle consumer climate, building buzz.

At Apple, Kawasaki helped turn ordinary customers into fanatics. As founder and CEO of Garage Technology Ventures, he has tested his iconoclastic ideas on real-world start-ups. And as an irrepressible columnist for *Forbes*, he has honed his best thinking about *The Art of the Start*.

KEY POINTS/MARKETING

- Author Web site: www.guykawasaki.com

PRAISE FOR THE ART OF THE START

"Paul Boehmer's urgent reading has exactly the right pacing and energy for the author's call-to-action tone."

—*AudioFile*

"Kawasaki covers the basics in an effectively casual tone."—*Publishers Weekly*

"His newest work addresses entrepreneurs who want to grow beyond being a company of one as well as innovators who work for large companies."

—*Library Journal*

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