



Rules For Revolutionaries: The Capitalist Manifesto for Creating and Marketing New Products and Services

Guy Kawasaki, Michele Moreno, Gary Kawasaki

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Guy Kawasaki, CEO of garage.com and former chief evangelist of Apple Computer, Inc., presents his manifesto for world-changing innovation, using his battle-tested lessons to help revolutionaries become visionaries.

Create Like a God

Turn conventional wisdom on its head-create revolutionary products and services by analyzing how to approach the problems at hand.

Command Like a King

Take charge and make tough, insightful, and strategic decisions-break down the barriers that prevent product adoption and avoid "death magnets" (the stupid mistakes just about everyone makes).

Work Like a Slave

Get ready for hard work, and lots of it. To go from revolutionary to visionary, you'll need to eat like a bird--relentlessly absorbing knowledge about your industry, customers, and competition--and poop like an elephant--spreading the large amount of information and knowledge that you've gained.

Filled with insights from top innovators such as Amazon.com, Dell, Hallmark, and Gillette and rich with hands-on experience from the front lines of business, Rules for Revolutionaries will empower you--whether you're an entrepreneur, engineer, inventor, manager, or small business owner--to turn your dreams into reality, your reality into products, and your products into customer magnets.

Rules For Revolutionaries: The Capitalist Manifesto for Creating and Marketing New Products and Services Details

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From Reader Review Rules For Revolutionaries: The Capitalist Manifesto for Creating and Marketing New Products and Services for online ebook

Aldous Sperl says

Lots of good insights here about effective organizing.

CarolynKost says

Kawasaki is engaging as speaker and writer. He fills his books with pithy and memorable slogans as well as inspiring anecdotes of what other business leaders have done that have lead to either success or learning opportunity. This is not heavy reading, more like a stimulating lecture, but there has to be something in this book that will strike a chord with the reader. Some of this echoes the new thinking on start-up entrepreneurship championed by Steven Blank and LeanLaunchPad methodology, such as get out of the building and TALK to people about how your product or service is actually being used (which can lead to surprising avenues) or how it might be improved; "revolutionary products don't fail because they are shipped too early...They fail because they aren't revised fast enough." Some of it conflicts, like don't be discouraged and don't listen to naysayers. Ever watch "Shark Tank?" It's full of people who won't listen to good advice, some of which is "Stop now; abandon this, it's ill-conceived."

Some gems:

* Use amateurs rather than seasoned market researchers because "people are notoriously poor at articulating anything besides improvements to the products they currently own" and because amateurs are more likely to detect and communicate subtle findings, see opportunities, get fresh info, not let issues fall through cracks) and "no consultant will recommend solutions outside of his or her area of expertise."

* "When the focus of attention is on ways to beat the competition, strategy inevitably gets defined primarily in terms of the competition." Be careful of how narrowly you might be framing the situations and issues.

* In the beginning, "you need evangelists, not sales, people who love and believe in the product and bring in converts for the benefit of the other, not themselves."

Although published at the dawn of the Information Revolution, this still has applicability and the reader will be able to glean something of use or inspiration.

Patrick Quirk says

The book wasn't exactly what I was expecting, but I would recommend it for the following:

- Very easy read that gives you a take-on-the-world feeling
- I expect to be able to pull this book out whenever I need a good business quote or some real-world examples, especially of follies
- While the concepts are more best practices for life than revolutionary business concepts, it never hurts to be

reminded of things such as "experts" aren't always right

Michael Finocchiaro says

Rules for Revolutionaries (1998) is a kind of crash course in guerrilla marketing told in a friendly, happy, and sometimes zany way. The chapters cover creating like a god, commanding like a king and working like a slave. I liked the freshness of the approach. Admittedly, the book took me all of about 90 minutes to read but I was totally pumped afterwards. I liked the warnings about Death Magnets and the Exercises – which seem to be a staple in his book because they are also present in The Art of the Start. What I appreciate most about this is that despite the fact that this book is over 13 years old, it reads as if it was written more recently. The same cannot be said for The Tipping Point which I just started but am already nearly bored with. In fact, the latter seems to probably be a less inspiring mix of the two Kawasaki books in this review. But, I digress. What sets these rules apart are their straightforward nature and practical sense. His best practices in the Creation process are great: date to find fault with existing products and services (a particular specialty of mine), go with your gut (I can also dig this one), design for yourself (interesting), shake and bake (very interesting), get on base and leave home runs to chance (hard for an impatient geek like myself), and ignore naysayers (another difficult but necessary one). Also great is the bibliography at the end of every chapter. Overall, an easy but both important and invigorating read.

Viktor Zakharchenko says

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Michael Karpov says

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Raja says

This is the third book by Guy Kawasaki that I have read and it doesn't disappoint. Despite being published in the tail-end of the 90s it doesn't feel outdated - which isn't something that can be said for other, more recently published business books. Just how well can the advice in this book be implemented? I aim to find out. Not sure if I can either create like a god or work like a slave, but the command like a king part doesn't sound too hard, does it? Eat like a bird and poop like an elephant? Lead me to the buffet!

One of the (many) nice touches in this book is giving credit to the researcher on the cover of the book. Not many would do that, and that might be the very first lesson in this book.

Alain Burrese says

I recently reviewed APE by Guy Kawasaki, and wanted to check out some of his earlier books. I'd been familiar with him for a long time, but hadn't read his earlier stuff. I found a signed copy of "Rules For Revolutionaries" at a used bookstore and just read it. (Just wish it was signed to me and not someone else.)

Anyway, "Rules For Revolutionaries: The Capitalist Manifesto for Creating and Marketing new Products and Services" by Guy Kawasaki is a very good book for the person or company wanting to be a revolutionary and succeed in business. The book is divided into three main parts: Create Like A God, Command Like A King, and Work Like A Slave. Within these parts are chapters that provide some very good examples and case studies as illustrations on how to do just that. Create, Command and Work. The result obviously being greater success. And I do believe the ideas Kawasaki shares will help people succeed.

I especially liked the chapter "Eat Like A Bird, Poop Like An Elephant." I also liked the examples he provided in the Concluding chapter "Don't Let Bozosity Grind You Down." (While I'd heard some of them before, they are always good to hear again.)

I think the book is motivating and encouraging at the same time. It will make you think differently when you are creating, break down barriers when you are taking charge, and pooping like an elephant when you are working like a slave. But in the end, you not just be an entrepreneur, inventor, manager, or small business owner – you'll be a revolutionary.

Inggita says

GK's kick-ass style rules! so much that we endured his yucky manifestos "eat like a bird, poop like an elephant" - this is a call to out-of-the-box thinkers to capitalize on their ideas and avoid the dotcom traps. Even though his famous passion for marketing Apple computers earn him the title "evangelist", he's one of the not-too-many pundits who are critical of the dotcom craze with his term "chinese soda" syndrome which is a naive interpretation of a market.

Erica says

I really enjoyed this book and I think I need to sit on it a bit and review in a week or so. Two things that kept bugging me:

- 1) This was not a book to read on the subway. I think I would have really benefited from a pen and paper to jot down some thoughts, or make notes on the exercises, etc. I very rarely think that about books, and I consider this to be a positive exception.
- 2) I am not sure if there is an updated or revised edition, but it drove me INSANE that for every company that had a website, there was an asterisk next to it and it led to a footnote with the website of the company (in full html-style format.) You would think that I would learn to stop following the asterisks, but I am just trained to read that way. I think this was probably awesome in 1998, but now I can pretty much figure out that Microsoft's website is www.microsoft.com.

I am looking forward to reading some of his more recent titles (and his blog is great too!).

Shawn Buckle says

It must be reassuring for Kawasaki that, as parity becomes commonplace in lots of service-oriented businesses, there's a revitalization of good, strong customer service to differentiate. Good customer service and a good product or service empowers consumers to evangelize ones product where they become the market cheerleaders money can't buy - a lot of titanic-sized companies should take note.

I find that business books walk a fine line between self-help and educational, where the latter is desired. Kawasaki, for the most part, charters an educational, idea generating course, but can sometime get too Dr. Phil but nowhere near the self-help aisle. This book was written over a decade ago and is geared heavily towards the tech industry, some of the material is a bit outdated. The general message is not and it's worth the read.

za says

Aku tidak memiliki buku ini. Aku membacanya, dengan meminjam. Buku ini mengajak kita berpikir revolusioner. Ya, berpikir tidak seperti orang kebanyakan.

Satu poin yang aku ingat dari buku ini adalah, "Eat you own dog food." Jadi maksudnya, kita harus mencoba sendiri apa yang ingin orang lain lakukan. Guy Kawasaki memberi contoh dengan menyuruh membuka situs kita sendiri dengan modem 56 Kbps.

Buku ini sudah lama aku baca. Tiga tahun yang lalu? Jadi tak banyak yang teringat.

Alicia Fox says

I'm delighted whenever I find books for a quarter, even when I know they're crappy hate-reads. This is exactly what I expected--a self-help book disguised as the key to marketing success--a vapid treatise exulting corporate success, full of trite phrases and anecdotes. Reading this nearly twenty years after its publication affords the added joke that so many of the companies whose strategies and tactics he praises are now defunct (because, whodathunk, business plans don't always succeed, even when they're guided by magical acronyms and egomaniacal, messianic leaders).

Like those in the broader self-help genre, this sort of book isn't entirely useless--there is some sound advice which can prove valuable to anyone, if they managed to graduate from high school without having heard it. "Don't ask customers to do anything you wouldn't" can be applied to any sort of situation in which a person is trying to persuade another person to do something. So what the hell--I'll give this stupid book two stars.

It's canned advice, most of it useless or already known to those who actually follow it. Isn't this the point of these books, though? I don't doubt that some industry leaders read this drivel on long flights. But the real target audience is the person toiling away for 40+ hours a week, dreaming of some enterprise which will enable her/him to join the ranks of the upper class. This is fan fiction for the aspirational business class.

For the record, I'd like to put it out that I'd be willing to help fund the writing and publication of a book pooing on this entire genre of BS. I'd love to see a book detailing the way one really succeeds at business--backstabbing, patent trolling, cheating and underpaying the workers who actually design the products and marketing/advertising campaigns, producing goods overseas to un-unionized workers who are paid starvation wages, bribing public officials via campaign contributions to enact laws favorable to your business, etc.

Erin says

It took me just one day to read this book. But for months, I've been talking about it. Highly recommended for anyone who considers themselves a "Creative" and is working on a project that they want to be revolutionary.
