



The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

Guy Kawasaki

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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.

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. It'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.

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.

The Art of the Start 2.0 will show you how to effectively deploy all these new tools. 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.

As Guy likes to say, "Entrepreneur is a state of mind, not a job title." His book will help you make your crazy ideas stick, through an adventure that's more art than science – the art of the start.

The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything Details

Date : Published March 3rd 2015 by Portfolio

ISBN :

Author : Guy Kawasaki

Format : Kindle Edition 311 pages

Genre : Business, Entrepreneurship, Nonfiction



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Rohan says

My first book by Guy Kawasaki. Heard a lot about him and now I know why. This book covers a wide spectrum of things that every entrepreneur would find useful. From raising money from various types of investors, various pitching practices to marketing to sales to recruiting practices - all topics are covered to the point. The most important thing about the book is that the writer intelligently breaks down all the information into easily understandable steps.

I personally really liked the book very much and I am sure others thinking about reading this one won't be disappointed.

Charles says

I'm utterly bewildered by the high ratings and rave reviews this book is getting. I'm not seeing anything that's new or thought-provoking from it and, instead, the book seems to hop randomly around the topic of startups without getting particularly deep into anything. A lot of it seems to be taken from the ideas of others, such as The Lean Startup and the works of Seth Godin, but at least Kawasaki attributes these ideas to them and refers to their books, so at least his readers can go off and read something with more meat.

Take, for example, the chapter called the Art of Evangelizing, in which Kawasaki suggests that in order to get a standing ovation when public speaking, you should "have something interesting to say"; when encouraging 'evangelists' you should 'assign tasks and expect them to get done'; you should also ask for help. He also gives some advice on writing emails, slotted into the chapter on evangelizing without any obvious reason (like so much elsewhere in the book): Kawasaki suggests that we shouldn't write in caps and we should answer emails within 48 hours. I could go on, but suffice it to say, when I read books like these my highlighter is usually spraying ink all over the page - but not for this book.

Some of it is also contradictory. He suggests bootstrapping and avoiding external funding, before launching into a chapter on getting external funding. He advocates an MVP, but then talks about the need to launch a 'complete' and 'deep' (feature-rich) product. Some of it is such common sense advice that it's almost pointless wasting paper and printing ink, such as 'sweat the big stuff' like developing and selling your product rather than getting business cards printed.

My one takeaway idea from the book is that we should focus on adoption of a product, not scaling. Hence the 2 star. But perhaps someone could enlighten me as to why so many people rate this with a 5.0? There's so much that's better in this field.

Pushkar says

This book gives a brief idea to start your startup right from the planning & executing to the promotion of it via social media. This one is just for the immediate startup kids who want to proceed through the right way in the beginning when the field is dark black and you have to take the step forth in order to reach there. Another good thing about this book is that it recommends you other books which might be beneficial for your mind to program in order to execute it bug-free for the benefit of your venture.

Adam says

Very different from what I expected. I thought this was a mental book. But this really is as down-to-it as you get for starting a major business. By major I mean not a basic mom-and-pop grocery store. I mean one where you are expecting/foreseeing growth upwards of \$100M someday. He says it is applicable for non-profits, which got me interested, but It must be more for museums and hospitals.

Overall, a huge how-to book that covers everything I could think of. But, I don't really know anything. Very inspiring to be an entrepreneur, even though I have no prospects and not a lot of need for most the advice. I can see how it'd be very helpful.

Liz says

Intelligent, straightforward practices

Kawasaki is an incredibly intelligent guy who's learned from his own practices - that includes successes AND failures, which is really the best way to learn. Entrepreneurs will learn how to get their ducks in a row before simply diving into their new business, which is the most important way to do it right. I can't wait to reread my bookmarked pages as I create my own small business. His straightforward approach avoids technical jargon, instead taking us right into the practical logistics of creating a new business and product. I really appreciated not needing a dictionary or MBA to follow along! I'll be picking up a few more of his works before the week's up for sure.

Joyce says

Guy Kawasaki va directo al punto. Se dirige a los emprendedores (de cualquier tipo de negocio) con un lenguaje claro y sin rodeos, incluso hasta con cierto humor. Me tardé en leer el libro porque hizo que involuntariamente me detuviera a tomar notas, pensar e incluso llevarlas a la acción de una manera muy natural. Las ideas, consejos y previsiones que te da sobre el emprendimiento es cómo si te las contara un buen amigo que has elegido de mentor. Creo que es un libro que más que una lectura para incrementar tu conocimiento es un libro de estudios, de esos para ir y regresar cuando estás bloqueado, desanimado ó confundido en cuanto a tu emprendimiento. Gracias a Guy Kawasaki por llevarme de la mano para crear "Hiking Yoga Monterrey".

Qwantu Amaru says

Everything you need

With this updated version, Guy Kawasaki has cornered the market on making meaning. So much helpful advice I gained from this, I took a note or highlight on almost every page! Well organized, easy to read, and a little something extra at the end! Thanks Guy!

Deogratias Rweyemamu says

An entrepreneur's handbook

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 Amazon 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 nonetheless. He 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

Stan Stinson says

My head is about to explode!

I am only half way through The Art of the Start 2.0 and it has put so much information into my head it is about to explode and I had to pause here and write this review. I don't often do reviews before I finish the book but this is an exception because this is an exceptional book. There is so much valuable information contained in this book if you have already started or are thinking about starting your own business you need to get your copy today. Use it as a reference or read it from beginning to end. You will learn something that will help you in your venture guaranteed.

The author's goal is to "make entrepreneurship easier for you" and, if you read what he says and then do it he will have succeeded and you will be well on your way to success too.

I did not read Version 1 but have run my own consulting company of one back around the turn of the century during the Y2K boom or crisis, depending on your perspective, and wish I had known then what I know now after reading this book. I am sure there are more nuggets of wisdom to come in the second half of the book but, even if not, it was still worth the small investment if I get nothing else from it.

He states it better than I could when he says, "Entrepreneurship is about doing, not learning to do. If your attitude is "Cut the crap—let's get going," you're reading the right book by the right author."

Just a few of the subjects you will learn about are (1) premortems, (2) why a Morpheus and a devil's advocate are not the same thing, (2) why it is important to hire people better than yourself, (3) what a MVVVP is and why you need one. You might also be surprised, as I was, with what kind of smartphone Guy Kawasaki uses.

So, in case you did not get the gist of what I am trying to say here, I really like this book and believe you will too but you have to get your own copy to find out for yourself. Don't delay. Get it today!

Misha Kessler says

I'm honestly quite confused by the high ratings, and unfortunately, I'll be adding an unpopular opinion.

I found this to be entirely too lazy. It's a collection blog posts copied and pasted into book form. (Did anyone else notice when the copyeditors didn't even take the time to convert lines like "Check out the source by [clicking here](#)" into footnoted links, which would at least allow us to write the link into an address bar to see it ourselves?? I would jokingly poke the pages and shout "DARN INTERWEBS ARE OUT AGAIN," simply out of frustration at it's poor copyediting.)

For introductory & reference books, there are many better options IMHO (i.e.: David Rose's "Startup Checklist," or even the "Dummies" collection – Small Business, Starting and Running a Business, Venture Capital, Successful Online Startups – since at least they're thorough with copyediting and provide solid, well-reviewed content with references galore.)

Dax says

This was a good book. The problem with the topic is that there is a lot that needs to be said. Most of it only applies to certain industries, types of business, business goals, etc. Guy did a very good job of hitting the highlights without alienating too many people by diving deep into things that may not apply. The downside? This is not a detailed "how to" for most topics covered. To Guy's credit, he acknowledges this and refers the reader to more detailed resources where appropriate.

I'd recommend this to anyone who is or thinks they may want to be an entrepreneur.

David Barkman says

Very insightful if you're starting a business and will be trying to raise capital quickly.

Jörg Strotmann says

Guy does it again with useful tips, and fabulous guidelines for anyone starting anything. Guy guide 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 - while 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!

Luca Pennisi says

This is a really well written book. It contains many useful information on how to start a company, it's a MUST for everyone who wants to start something. Another positive note is the writing style: easy to understand and absolutely not repetitive, which is rare for these kind of books and shows that the author knows a lot about the subject.

ZI says

The Art of the Start sounds smart. In certain places, it excels in telling young entrepreneurs how to behave in all sorts of situations, while mixing in the right amount of self-deprecating, ego-deflating humor that brings them back down to earth. I am certain that should I ever start a business, I'll be consulting this book many times for advice.

Still, as I read on, I find the book to be far more collection-of-anecdotes-of-what-one-person-thinks-is-right rather than anything substantial. For example, Kawasaki uses the classic selective attention psychology test (the one with the gorilla) to illustrate the fact that businesses might get too focused on making consumers use their products the way its meant to be used. This is good as an analogy, and maybe as verbatim, but when written in a book it appears shallow and hard to back up. He glosses over many things in his tone and in his explanations of what can and cannot be done in terms of business practices. This may be good for some audiences who need a very strong guiding hand, but for others, it comes off as rather simplistic.

The real issue for me comes from principle: Kawasaki realizes that entrepreneurship as something that should be done "for the greater good", with selfless ambitions and "for the company". But he doesn't make a strong case for the reader to believe such a thing. In fact, many of the practices advised in the book don't necessarily align with that idealistic selfless vision. This then creates a book that on the surfaces praises one set of values while implicitly praising another. I'm sure that Kawasaki wants readers to do take the high path and do the right thing, but with a book that half-heartedly supports this principle, this misses the mark for me.
