



Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition

Guy Kawasaki

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For a quarter of a century, in his various guises as an entrepreneur, evangelist, venture capitalist, and guru, Guy Kawasaki has cast an irreverent eye on the dubious trends, sketchy theories, and outright foolishness of what so often passes for business today. Too many people frantically chase the Next Big Thing only to discover that all they've made is the Last Big Mistake.

Reality Check is Kawasaki's all-in-one guide for starting and operating great organizations—ones that stand the test of time and ignore any passing fads in business theory. This indispensable volume collects, updates, and expands the best entries from his popular blog and features his inimitable take on everything from effective e-mailing to sucking up to preventing "bozo explosions."

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