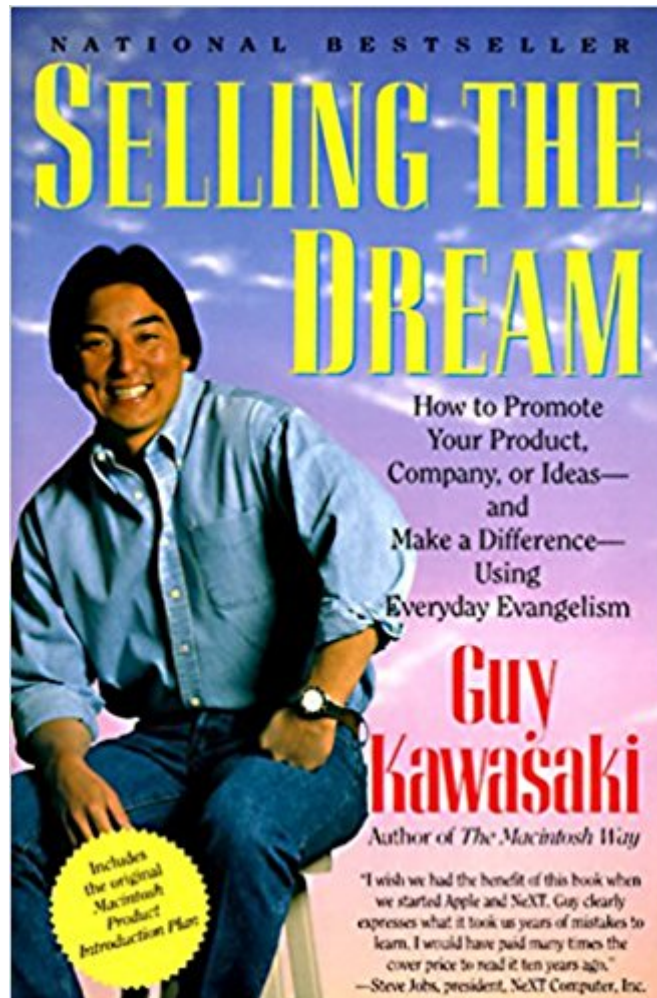




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# Selling The Dream



## Synopsis

Guy Kawasaki's phenomenal success at Apple Computer and as a start-up entrepreneur was the result of an innovative approach to sales, marketing, and management called evangelism. Evangelism means convincing people to believe in your product or ideas as much as you do, by using fervor, zeal, guts, and cunning to mobilize your customers and staff into becoming as passionate about a cause as you are. *Selling the Dream* is a handbook and workbook for putting evangelism into action. Kawasaki charts a complete blueprint for the beginning evangelist that covers such topics as how to define a cause (whether it is a business, like Windham Hill Records or the Body Shop, or a public interest concern, like the National Audubon Society or Mothers Against Drunk Driving), how to identify good and bad enemies, how to deliver an effective presentation, and how to find, train, and recruit new evangelists. One of the highlights of the book is a short course in developing an evangelistic business plan, illustrated by the complete, original Macintosh Product Introduction Plan. *Selling the Dream* will teach you how to become a raging, inexorable thunder lizard of an evangelist -- a leader whose words will never fall on deaf ears again.

## Book Information

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## Customer Reviews

Kawasaki, a writer, consultant, entrepreneur, and former product manager for Apple Computers, offers a new selling concept that he calls "evangelism." He defines this as "the process of convincing people to believe in your product or idea as much as you do." Drawing on his own experiences promoting the Macintosh computer and the case studies of both profit and nonprofit

organizations, Kawasaki analyzes the characteristics of successful evangelists. Among them are: MaryAnne Schreder's Centre for Living and Dying, Mary Furlong's SeniorNet, Anna Roddick's The Body Shop, and Bob Hall, manager of product planning research for Mazda. Kawasaki presents guidelines for finding a cause, preparing a plan, writing promotional material, and recruiting and training. Appendixes include the Macintosh's original product introduction plan, a bibliography, and a list of sources. This is recommended for public and academic collections who should also own Kawasaki's The Macintosh Way (Scott, Foresman, 1989).- Lucy Heckman, St. John's Univ. Lib., Jamaica, N.Y. Copyright 1991 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

"Clearly expresses what it took us years of mistakes to learn. I would have paid many times the cover price to read it ten years ago."--Steve Jobs, president, NeXT Computer

I first read this book back in 1998 when I was heavily influenced by Guy's entrepreneurial Rules for Revolutionaries/Kick But campaign. I have since referred to it often for its sheer enthusiasm and many inspirational insights in different areas of business. 12 years later I find myself in charge of Imagination Technologies' developer programme POWERVR Insider - much the same function as Guy had in Apple when he gathered the experiences furnishing the pages of this book. With the professional insights and experiences of my position, I can testify, this book (still) rocks! Like everybody else I would love an updated version, but the old, worn and annotated one, never strays far from my desk - and for good reason: Guy's no-nonsense approach and the timeless principles of evangelism have been the cornerstone of so many, many success stories in my position.

Quite outdated.

Good book, could be used for evil though. I could easily start a cult now. Actually i hear there are pretty nice tax benefits to starting a religion....hmmmm

Great book, saved money

Although Guy Kawasaki is a great speaker, his book, but a little disappointing to me. Although this is just my opinion and other may find this book to be wonderful, I did not.

Good book to read, for every one that want a vision to create a better conection to clients, used by Harley Davidson, Macintosh, Porsh, Ferrari, Cristal Line, specially attention to tools for evangelism, and how to use of enemies in your own favour, that sometimes we forget do.

Nice book, delivered in time. It is a nice book for those who have never read Guy Kawasaki. He is a master guru!

gr8 read

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