

The Macintosh Way

By Guy Kawasaki

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The Macintosh Way was the first book written by former Apple evangelist Guy Kawasaki. Subtitled "the art of guerilla management", the book focused on technology

http://en.wikipedia.org/wiki/The_Macintosh_Way

(This is the inaugural post of my Lone Bookshelf series. Find more posts using the Books category) Last summer my family moved to a different house.

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Guy Kawasaki's "The Macintosh Way" empowers the very essence of understanding the principles of evangelism and doing the "right thing the right way" in business.

<http://www.amazon.com/The-MacIntosh-Way-Guy-Kawasaki/dp/0060973382>

The Macintosh Way by Guy Kawasaki: Ageless Insights into Entrepreneurial Audacity yourself whether I am wrong in thinking that The Macintosh Way is pure Guy Kawasaki.

<http://delbourg-delphis.com/2012/01/the-macintosh-way-by-guy-kawasaki-ageless-insights-into-entrepreneurial-audacity/>

Oct 07, 2011 The book was written in 1989 (on a Macintosh SE!) after Guy Kawasaki left Apple, and, in his own words, the book aims to explain what the Macintosh <http://osxdaily.com/2011/10/08/free-macintosh-way-book-guy-kawasaki/>

Today's guest on Hack the Entrepreneur popularized secular evangelism in 1983 when he worked with the Macintosh Division of Apple. Read more about Guy Kawasaki on <http://ewallstreeter.com/guy-kawasaki-on-understanding-the-math-of-success-4589/>

Guy Kawasaki (born August 30, 1954) is a Silicon Valley marketing executive. He was one of the Apple employees originally responsible for marketing the Macintosh in 1984. http://en.wikipedia.org/wiki/Guy_Kawasaki

Jul 23, 2013 Transcript of "The macintosh way kawasaki, guy" Beyond that, being the top guy of a Macintosh Way company requires five special characteristics. <http://www.slideshare.net/teddecorte/the-macintosh-way-kawasaki-guy>

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Guy Kawasaki has written 13 books beginning in 1987 with The Macintosh Way. His two latest books are The Art of the Start 2.0 and The Art of Social Media. <http://guykawasaki.com/books/>

What Guy Kawasaki's "The Macintosh Way" teaches us about Apples core principles of product development, and how you can get a copy for FREE! <http://www.martinshervington.com/guy-kawasaki-the-macintosh-way-four-apple-principles/>

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