

Rules for Revolutionaries



Guy Kawasaki

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Rules for Revolutionaries



1

Jump to the next curve

Rules for Revolutionaries



2 Don't worry, be crappy

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3 Churn, baby, churn

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4 Break down the barriers

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5 Make evangelists,
not sales

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A woman is often measured by the things she cannot control. She is measured by the way her body curves or doesn't curve.

By where she is flat or straight or round. She is measured by 36-24-36 and inches and ages and numbers. By all the outside things that don't ever add up to who she is on the inside.

And so if a woman is to be measured, let her be measured by the things she can control, by who she is and who she is trying to become because as every woman knows, measurements are only statistics, and statistics lie.

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6 Let a thousand flowers bloom

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7 Eat like a bird, poop like an elephant

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8 Think digital, act analog

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9

Don't ask people to do something that you wouldn't do

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10 Don't let the bozos grind you down

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“I think there is a world market for maybe five computers.”

Thomas Watson
Chairman of IBM
1943

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“There is no reason why anyone would want a computer in their home.”

Ken Olsen
Founder
Digital Equipment
1977

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“This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”

Western Union
Internal Memo
1876

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“It’s too far to drive, and how can it be a business?”

Guy Kawasaki
Bozo