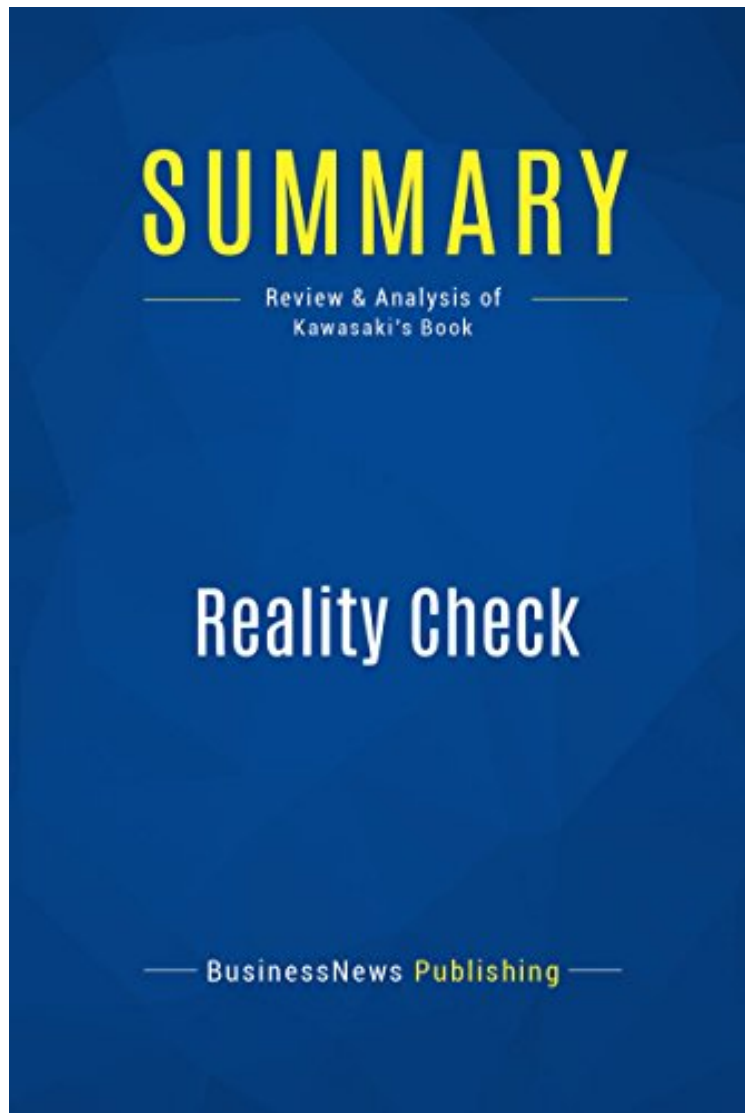


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The must-read summary of Guy Kawasaki's book: "Reality Check: The Irreverent Guide to Outsmarting, Outmanaging and Outmarketing Your Competition". This complete summary of the ideas from Guy Kawasaki's book "Reality Check" shows that when yoursquo;re in the process of trying to start a new enterprise, yoursquo;re far better off

getting candid and realistic feedback than you ever are settling for polite and expedient advice. In his book, the author explains that this down-to-earth approach is vital on 12 topics in particular, if you're to have any chance of succeeding. This summary explains each of these 12 key areas and will teach you the importance of getting real-world feedback on each of them. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Reality Check" and find out how you can avoid entrepreneurial traps.