

rules
for revolutionaries



Guy Kawasaki

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rules
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1. Jump to the next curve

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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 hundred flowers
blossom**

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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 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, IBM
1943**

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

Ken Olsen
Founder, Digital Equipment Corp.
1977

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“It’s too far to drive, and I don’t see how it can be a business.”

**Guy Kawasaki
Bozo**

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The Art of Emailing

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