

Preparing for a Revolution

Written in breathless prose, 'Rules for Revolutionaries' lays out Kawasaki's manifesto for succeeding in an era of hypercompetition

Guy Kawasaki, whose former titles include that of 'Chief Evangelist' at Apple Computer Corporation during the heydays of the Macintosh, is back in print with his seventh book. The book is divided into three sections, whose rock 'n roll titles clue the reader as to what follows.

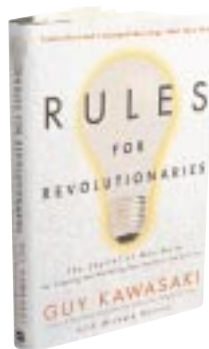
The first section 'Create Like a God' explains how to create revolutionary products and services. Kawasaki turns the conventional wisdom—which suggests that breakthrough insights appear

when you are in the heightened and altered state of sitting in a beanbag chair squirting colleagues with water pistols—on its head. He shows how the key to creating a revolution is in analysing how to approach the problem at hand.

In 'Command Like a King' you read that for a revolution to be successful, someone has to take charge and make tough, insightful, and strategic decisions. From breaking down the barriers that prevent product adoption to avoiding "death magnets" (the stupid mistakes just about everyone makes), these are the strategies revolutionaries cannot go without.

The third section 'Work Like a Slave' spells out the need for hard work. To go from revolutionary to visionary, you will need to eat like a bird relentlessly absorbing knowledge about your industry, customers, and competition and 'poop' like an elephant spreading the large amount of information and knowledge that you have gained.

A concluding section is filled with entertaining quotes on topics like technology, politics, entertainment, and medicine that show how even some of this era's most successful ideas and people—



A revolution is a triathlon, not a hundred-yard dash – it requires long-distance stamina and multiple skills such as creating, churning, and evangelising

television and Snow White among them—have prevailed despite the negative prognostication.

While an entertaining read, Kawasaki's torturously inventive jargon begins to grate about a third of the way into the one hundred and eighty pages of the book. Phrases like 'Hang with the Hoi Polloi' and 'Shake & Bake' are apparently designed to stimulate the curiosity of MTV-addled Gen Xers; they instead serve to patronise the attention span

and intelligence of his target audience.

The constant hyperbole is unfortunate, because Kawasaki makes some valid points, specifically about the dissemination of knowledge across the enterprise, and how to transform data gathered through digital means into 'analog' actions that enhance the customer interface. He cites as an example the Ritz-Carlton hotel chain, which uses a powerful digital technology to maintain a database of the personal choices of over half a million customers. But then Ritz-Carlton employees use this technology to act more analog—for example, making sure that a guest gets the kind of pillow she like. Revolutions are analog processes, and technology is just a tool. There are many such nuggets of advice for the *deshi* revolutionary, but she has to sift through mounds of jargon to unearth them.

SHVETANK SHAH

Rating: HHHH

Rules for Revolutionaries
Author: Guy Kawasaki
Price: Rs 990
Publisher: Harper Business

Upgrade and maintain your PC

Comdex Computer Publishing, Rs 450
Given its content the book (3rd Edition)



should be titled 'Understanding your PC'. About a 1000 information-packed pages come with a generous dose of technology history.

Useful appendices include a guide to installing hardware and troubleshooting flow charts, among others. Other notable topics are 'motherboard layout', processor architecture, SCSI, and powering your system (from SMPS to UPS). Poor quality of illustrations is the only negative point, but the book is a must for every serious computer user.

Rating: Very Good

EXAM CRAM Proxy Server2

Comdex Computer Publishing, Rs 195
The book goes beyond its focus on



Microsoft Proxy Server 2.0 to explain networking from the Windows perspective. Questions (with answers) at the end of each chapter test your understanding.

True to its title, this book crams a stupendous amount of information into 250 pages of understandable language.

Rating: Good

SAMS Teach Yourself,

Microsoft Project 98 in 24 hours,
Techmedia, Rs 150

A no-frills, 450-page compilation of how-to(s) get you started on managing your project right away. A useful index at the end and the tips, alerts, and notes sprinkled throughout make for an



effective presentation. But if what you're looking for is a readable (novel-like) book, skip this one.

Rating: Good