



The Art of the Start by Guy Kawasaki

Simply one of the most insightful and important books on the how to start a high-growth business. Guy Kawasaki hits all the major points and serious challenges that confront entrepreneurs trying to start and grow an enterprise. In particular, Chapter 1, "The Art of Starting," and Chapter 2, "Positioning," are valuable to the budding entrepreneur. The right idea, positioned well, will get you far -- and Kawasaki's work provides a very solid map on how to get there.

