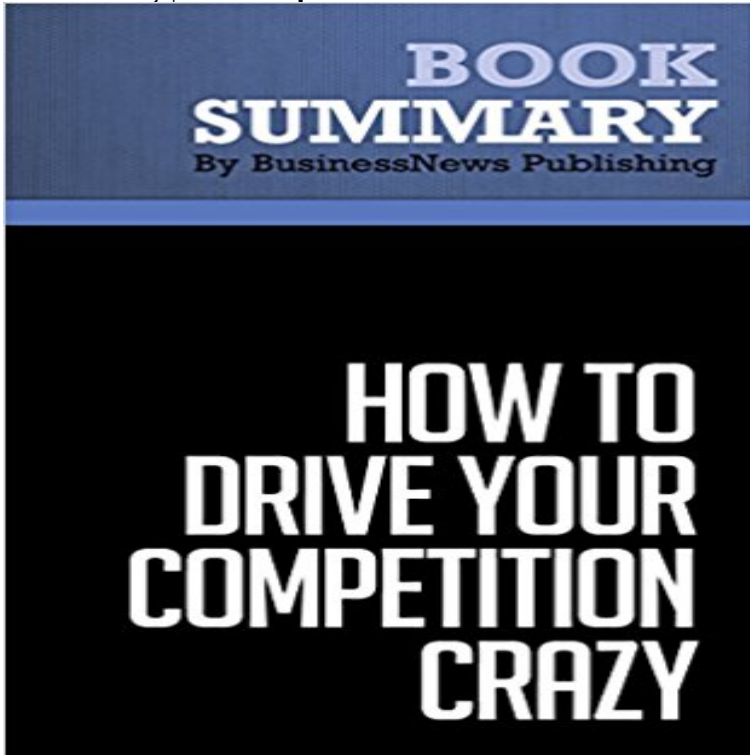


## Summary: How To Drive Your Competition Crazy - Guy Kawasaki: Creating Disruption for Fun and Profit



Complete summary of Guy Kawasaki's book: How To Drive Your Competition Crazy: Creating Disruption for Fun and Profit. This summary of the ideas from Guy Kawasaki's book How to Drive Your Competition Crazy shows that the best business strategy is to actively take on your competition, and diminish any advantages they have. In his book, the author highlights four strategies which will take you from the initial groundwork to how to innovate and take risks. This summary explains how to use these strategies to take small measures that will radically change your business and ensure that you are providing your customer with the best experience. Added-value of this summary: Save time Understand key concepts Develop your business knowledge To learn more, How To Drive Your Competition Crazy and discover the small measures that can make a big difference!

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