



# Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition

*Guy Kawasaki*

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*Reality Check* is Kawasaki's all-in-one guide for starting and operating great organizations—ones that stand the test of time and ignore any passing fads in business theory. This indispensable volume collects, updates, and expands the best entries from his popular blog and features his inimitable take on everything from effective e-mailing to sucking up to preventing "bozo explosions."

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