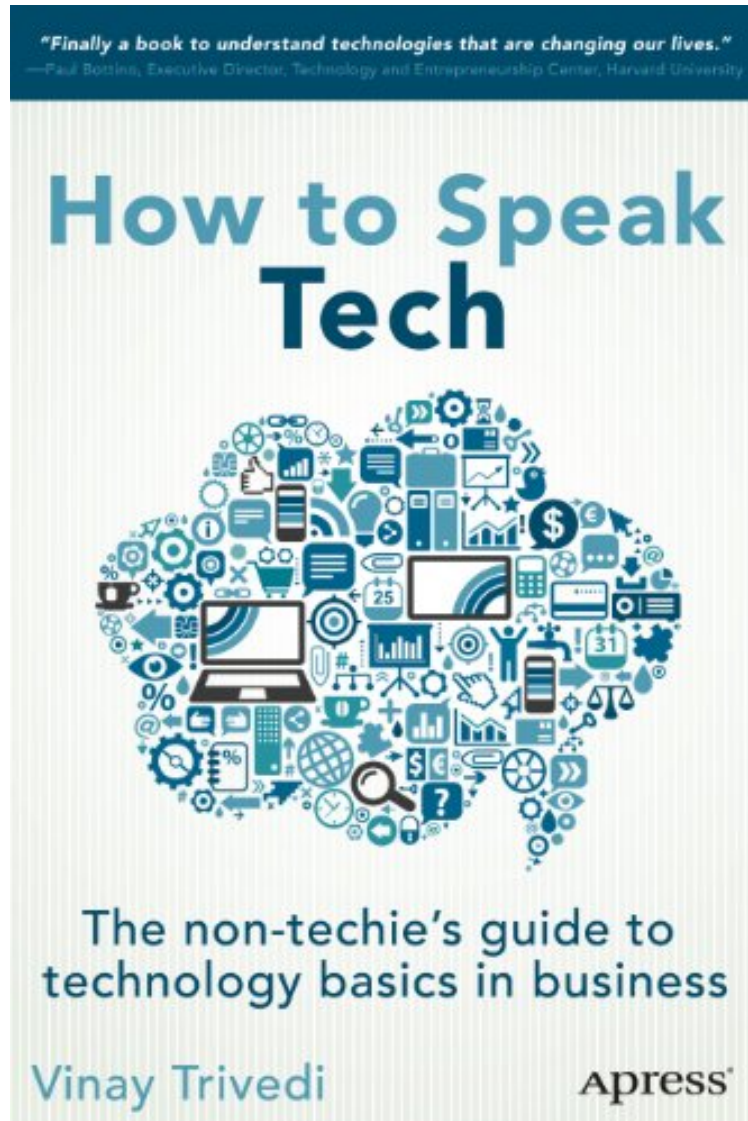


How to Speak Tech: The Non-Techie's Guide to Technology Basics in Business

Vinay Trivedi

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Vinay Trivedi : How to Speak Tech: The Non-Techie's Guide to Technology Basics in Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Speak Tech: The Non-Techie's Guide to Technology Basics in Business:

1 of 1 people found the following review helpful. Non-Techies Unite!By George Rodriguez - Nonfiction AuthorYou can't turn around today without reading, hearing (or in this case writing about) Big Data, web applications or Social Media.If you are an anointed one working in Silicon Valley, Silicon Alley or Silicon Idquo;add your local

landmark of choice; understanding technology is like understanding how to breathe - you just do it. For the rest of us luckily there are books like Vinay Trivedi's *How to Speak Tech*. Vinay is clearly a techie, but he also understands that what is taken for granted in some quarters might as well be quantum mechanics in others. Using the idea of what a non-techie might face when trying to get their company or team to build an internet application from scratch, Vinay walks us uninitiated through everything from front-end development (the stuff we see when we cruise the web), back-end development (how all that goodness comes from servers to our eyeballs) and associated issues like debugging, scalability and internet security. The book is a quick read and will give any interested reader a basic primer on internet technology and build processes. Although minor grammar and editorial mistakes mar some chapters, the overall usefulness of the book for non-techies cannot be overstated. I'm glad I read it and I'm sure those looking to get educated on the web would find value as well. 3 of 3 people found the following review helpful. My review on the Non-Techie's Guide to Technology Basics in Business By Ajitha Joseph My take on this book could be over simplified as I am (as the book suggests) a complete non-techie. It is the first "technical" book I have read. Contrary to my misgivings about not being able to get through it, I was pleasantly surprised. For those of you who are not familiar with any IT terms viz., CSS, HTML, DBMS, etc., this book demystifies some of the jargon. Helps you understand the complicated business of coding, web development, database management etc. Recommended for novices and beginners 0 of 0 people found the following review helpful. this book serves as a great primer. There are few typos in the books By KAs a finance student trying to learn more about the tech sector, this book serves as a great primer. There are few typos in the books. But overall, the language is simple and the materials are easy to understand. It's a short book of IT 101, and you get to learn something about different programming languages, what are front-end, back-end, and database, debugging process, etc. Any finance/business major who wants to get into technology banking or work in a startup should read this book. The book doesn't have any graphics, but the author recommended "How The Internet Works" if you want further details. That book covers a lot more topics with graphics, and I'd recommend it after you finish "How to Speak Tech."

"A great book everyone can use to understand how tech startups work." —Rene Reinsberg, GM/VP at GoDaddy, CEO and Co-founder at Locu "Finally a book non-techies can use to understand the web technologies that are changing our lives." —Paul Bottino, Executive Director, Technology and Entrepreneurship Center, Harvard University "Through the simplicity of his presentation, Vinay shows that the basics of technology can be straightforwardly understood by anyone who puts in the time and effort to learn." —Joseph Lassiter, Professor of Management Science, Harvard Business School and Harvard Innovation Lab In a way that anyone can understand, *How to Speak Tech: The Non-Techie's Guide to Tech Basics in Business* spells out the essential technical terms and technologies involved in setting up a company's website or web application. Nontechnical business readers will find their digital literacy painlessly improved with each ten-minute chapter of this illustrative story of one successful technology startup building its Web-based business from scratch. Vinay Trivedi —a private equity analyst and startup entrepreneur who works at the intersection of business and tech —employs the startup story line as his frame for explaining in plain language the technology behind our daily user experiences, the successful strategies of social media giants, the bold aspirations of tiny startups, and the competitive adaptations of ordinary businesses of all sizes and sectors. Along the way, he demystifies all those tech buzzwords in our business culture whose precise meanings are so often elusive even to the people using them. Internet hardware, application software, and business process: the working premise of this book is that none of it is beyond the basic understanding of nontechnical business readers. Trivedi peels back the mystery, explains it all in simplest terms, and gives his readers the wherewithal to listen intelligently and speak intelligibly when the subject turns to technology in business.

From the Author It is apparent that new credentials are required for informed citizenship and economic participation in a society transformed by the Internet and technology. These ubiquitous forces have revolutionized how we conduct business, communicate with each other, organize our lives, order our food, plan our weddings, file our taxes, purchase our wardrobes, and much more. Technology is no longer important only to tech companies; it is shaping and disrupting every industry. No longer do just technologists require tech knowledge. It is becoming more and more evident that computers, the Internet, and coding need be incorporated into mandatory instruction at schools alongside reading and math. Most businesses, organizations, policy makers, and economists understand that innovation is closely linked to technology. Innovation is highly dependent on investment, well-funded research, and an educated population. The US government has launched several initiatives in partnership with US companies to jumpstart science, technology, engineering, and math (STEM) programs in recognition of the fact that no country can maintain prominence in the world unless it leads in STEM. *How to Speak Tech* is one effort in a larger movement to promote tech education and innovation, so I hope you find the book informative! About the Author Vinay Trivedi is an entrepreneur, investor, and tech enthusiast. He has a background in venture capital and private equity and has worked in product marketing, growth, and analytics at Locu, a venture-backed technology startup acquired by GoDaddy. Prior to Locu, he served as a team member on a TED fellow-led education technology

challenge called 'Future of the Book' and founded a national non-profit organization called SeniorLink, a youth volunteer agency for teaching seniors about computers and the Internet. Passionate about supporting innovation, Vinay is actively involved in The Blackstone Charitable Foundation's Entrepreneurship Initiative to help strengthen entrepreneurial ecosystems around the US, consults and volunteers at youth mentor programs, and helps promote STEM education initiatives and public policy in New York. Vinay earned the Congressional Award Gold Medal in Washington, DC for his work in technology education and community service. He received his A.B. (Honors) in Computer Science from Harvard University, where he graduated Phi Beta Kappa and as a John Harvard Scholar, Weissman Scholar, and Detur Book Prize Winner.