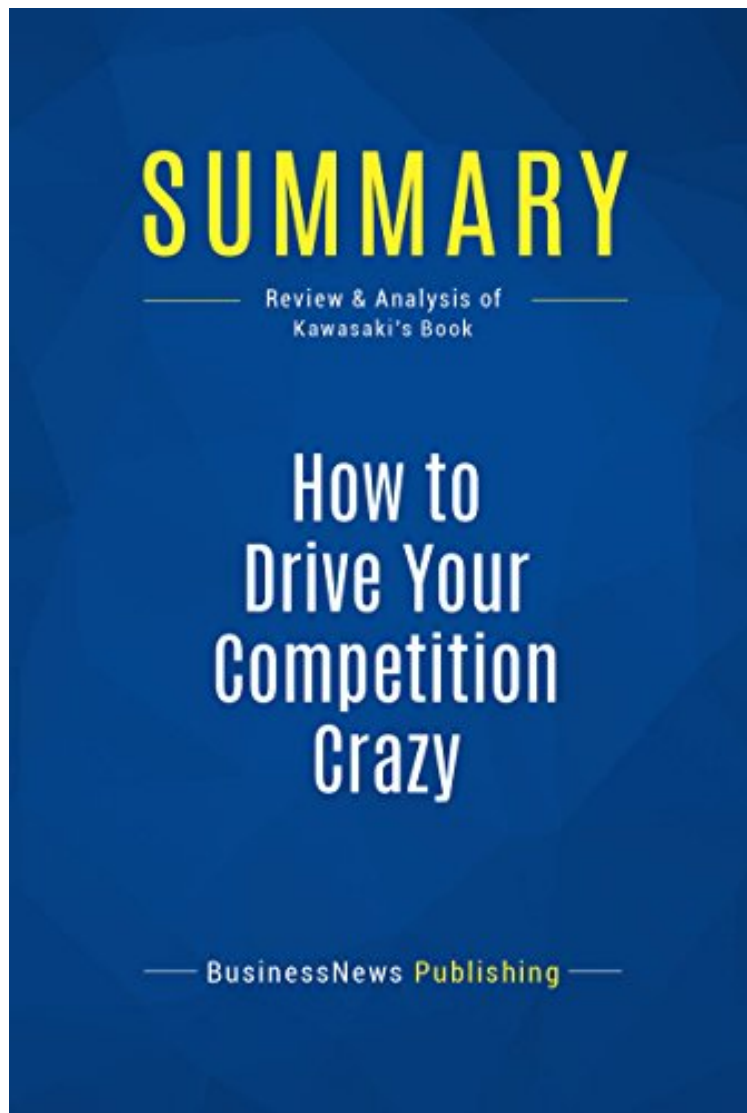


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The must-read summary of Guy Kawasaki's book: "How to Drive Your Competition Crazy: Creating Disruption for Fun and Profit". This complete summary of the ideas from Guy Kawasaki's book "How to Drive Your Competition Crazy" shows that the best business 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!