



Guy Kawasaki is the co-founder of Alltop.com, an online magazine rack of popular topics on the web, and a founding partner at Garage Technology Ventures. He is also a columnist for the Open Forum of American Express. Previously, he was the chief evangelist of Apple.

Mr. Kawasaki is the author of ten books including Reality Check, The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream, and The Macintosh Way. His newest book, Enchantment: The Art of Changing Hearts, Minds, and Actions, released in March, is a New York Times bestseller. The lessons in Enchantment are drawn from Mr. Kawasakis tenure at Apple, as well as his decades of experience as an entrepreneur and venture capitalist.

Guy Kawasaki has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

Of his time with Apple Computer Inc., Mr. Kawasaki says, When I saw what a Macintosh could do, the clouds parted and the angels started singing. For four years I evangelized Macintosh to software and hardware developers and led the charge against worldwide domination by IBM. I also met my wife Beth at Apple during this timeframe-Apple has been very good to me. Around 1987, my job with Apple was done. Macintosh had plenty of software by then, so I left to start a Macintosh database company called ACIUS. It published a product called 4th Dimension. I did this for two years and then left to pursue my bliss of writing, speaking, and consulting.

Mr. Kawasaki's in-depth knowledge of the high-tech industry combined with his years of management experience enable him to address a wide range of audiences. His particular strength is the ability to quickly understand diverse industries a...

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Speech Topics

- University/College
- Technology
- Sales
- Motivation
- Marketing
- Management

