

REALITY CHECK

The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition

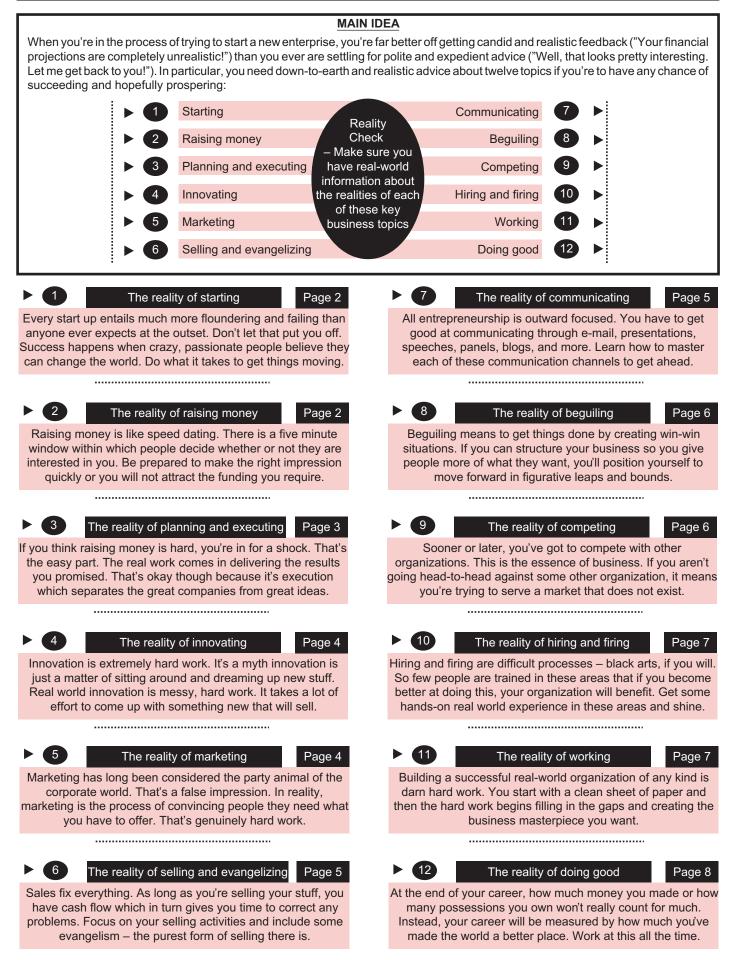
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GUY KAWASAKI is a cofounder and managing director of Garage Technology Ventures, an early-stage venture capital company. He is also a columnist for *Entrepreneur* magazine and the cofounder of Alltop.com, an online magazine. Previously, Mr. Kawasaki was an Apple Fellow at Apple Computer. He is the author of nine books including *The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream,* and *The Macintosh Way.* Mr. Kawasaki is a graduate of Stanford University and UCLA. He has also been awarded an honorary doctorate from Babson College.

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