



The Macintosh Way

Guy Kawasaki

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The Macintosh Way is a "take-no-prisoners guide to marketing warfare" says Jean Louis Gasse, President of Apple Products. Must reading for anyone in the high-tech industry, it is valuable, insightful guide to innovation management and marketing for any industry.

The Macintosh Way Details

Date : Published September 1st 1990 by HarperCollins Publishers (first published September 1st 1989)

ISBN : 9780060973384

Author : Guy Kawasaki

Format : Paperback 224 pages

Genre : Business, Nonfiction, Science, Technology, Entrepreneurship, History, Computer Science, Computers

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From Reader Review The Macintosh Way for online ebook

Hatuxka says

Handed out at the 1990 MacWorld. OK, I read it. This is not going to be of any interest to anyone except a Mac freak

Alain van Hoof says

In this book Mr. Kawasaki is presented as a wonderfull and fun person, but the author is biased: it is Mr. Kawasaki himself. I did not like The book nor Mr Kawasaki.

B says

My business associate enscribed a hardcopy of to me...

Andrew Long says

A solid introduction to what made Apple different (back in the day). Dated in details but timeless in principles.

Chris Vonada says

An excellent book about how to engage with the various people that you will encounter in the business world. As a side item, this book was entertaining as I learned more about Apple and The Mac!

Arief Bharata Al-Huda says

Buku lama yang baru saya temukan dan saya baca. Begitu hebat, sangat tangguh. Berkarakter kuat. Usaha yang keras. Sangat menginspirasi. Cobalah di perusahaan anda, tidak perlu berpikir ulang, lakukanlah..

Tony Wong says

I like Guy's writing style. Very conversational. Hip...at least it was when he wrote these early books. Hard to believe now he's just an old guy. He seems to have stayed young and sharp. Silicon Valley and high tech does that to you.

Alan Robertson says

Hmm - the sentiment of the book was important this is how Macintosh do it, should do it, used to do it. There was a huge amount of passion however the book is the ideolistic view of Guy who by all accounts was asked to leave MacIntosh for not sharing 'the official' macintosh way.

Easy read however. Glad i read it.

Gabriel Pagan says

yes its dated but it still has some good, interesting information

Chris Webber says

Some dated material, but is practical due to some very common-sense marketing approaches to inspiring customer loyalty.

Ram says

As usual, Guy has the knack of delivering the right content in the right pace and the right way. The things he has written in this book will serve as a guide for any company that wants to climb up to the top. It is about how to treat employees, customers, developer etc and how to evangelize, market, present the product of the company. A very goodread! The more I read, Guy's books, the more it makes me inspire him a lot and becoming a great fan of him.

Erik says

Buku yang menceritakan pengalaman Guy Kawasaki bekerja di Apple Inc dalam memasarkan Macintosh sekaligus sebagai evangelist untuk Apple. Versi digital buku ini bisa didapatkan dari situs Guy Kawasaki: <http://guykawasaki.typepad.com/TheMac...>

Lance Taylor says

Must read book, and it's now a free eBook download now that Guy has the publishing rights again. I own a hard copy and it motivated me enough to fax a letter to the author when I was done reading it. You remember what fax machines are right? Yah, a snapshot in time.

Bianca Smith says

It seemed right that I finished reading *The Macintosh Way* on a bus home from work in a tech district, using my iPad. It explained why I found chapter 16 hilarious.

This is Guy Kawasaki's first book, written soon after he left Apple and was on top of the world. It shows.

If you can look past the arrogant confidence in each chapter, you can find the story of how Apple built its loyal customer-base. Guy's first-hand anecdotes of building relationships with suppliers and user groups are worth more than an MBA degree (which Guy would agree with). And best of all, Guy is giving this book away for free. If you want to buy a hard copy, Amazon has it available.

While the tips and stories are useful, his more recent books, will be easier read and have more depth. I still recommend reading *The Macintosh Way* for chapter 16. Guy gives dating advice – the t-shirt tech way. I have not laughed so much at a book for a long time. Check it out.

Review first published on Tap Dancing Spiders on February 18, 2012

Michael Carnell says

This was the book, along with some of his columns, that started my love of Guy's work. A great insight into the way of truly enthusiastic, and evangelistic, business.
