

GUY KAWASAKI

TOPICS

Guy Kawasaki gives over fifty keynote speeches per year. His clients include Apple, Nike, Gartner, Audi, Google, Microsoft, and Breitling as well as dozens of trade associations. His topics include innovation, enchantment, social media, evangelism, and entrepreneurship.

The Art of Enchantment

The speech explains how organizations and individuals can change people's hearts, minds, and actions. *Enchantment* was a *New York Times* bestseller.

The Art of Social Media

Guy Kawasaki demystifies social media in this speech and makes social media a useful and powerful marketing tool. Many people believe that Guy's book by the same name is the best book ever written about social media, *The Art of Social Media: Power Tips for Power Users*.

The Lessons of Steve Jobs

Guy Kawasaki is one of the few people in the world who can credibly give this speech. He draws from his experience working for Steve Jobs as the Chief Evangelist for Apple and applies these lessons to business practices.

The Art of Innovation

This speech explains how to create innovative products and services using tactical and practical techniques. It is best suited for organizations that want to jump to the next curve. It is Guy Kawasaki's most popular speech.

The Art of the Start

This speech is how to create a new company. It reflects the knowledge Guy Kawasaki has gained from Apple, starting multiple companies, working as a venture capitalist, and advising dozens of companies. His book by the same name is the de facto standard for books about entrepreneurship, *The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*.