**Lessons in Business**

1. Guy Kawasaki is perhaps best known for his efforts in promoting Apple’s early products like the Macintosh computer. He has since gone on to build a career as a successful entrepreneur, author, and speaker. Along the way, he has learned many important lessons from people he’s worked with.
2. After receiving his M.B.A. from UCLA in 1979, Kawasaki entered the jewelry business. The president of the company he worked for was a man named Martin Gruber. One of the biggest lessons Kawasaki learned from Gruber was how to sell a product. “It’s not about selling a commodity or the features of a product but to sell the benefits,” Kawasaki says. This lesson proved to be valuable in his next job at Apple.
3. Working at Apple was the turning point in Kawasaki’s life. At the time, the company was just starting to take off. Kawasaki gave himself the job title “chief evangelist.” As an evangelist, he promoted Apple’s products and shared his passion for them with other people.
4. Kawasaki learned how to handle office politics from Al Eisenstat, general counsel at Apple. “Eisenstat showed me how corporate politics works, - to not burn your bridges and to be nice to everyone,” he explains. This sensible piece of advice helped Kawasaki during a power struggle between the company’s leaders in the mid-1980s.
5. Another leader who influenced Kawasaki was Steve Jobs, co-founder of Apple. Kawasaki worked for Jobs – a famously tough boss – not once, but twice. He has described working for Jobs as one of the defining experiences of his life. Here are four things Kawasaki learned from the Apple boss:
6. The first thing he learned was that customers don’t know what they want until they see it. For example, the first Apple computer was very different from the personal computers available at the time. Customers didn’t know they needed something different until Apple created it. A successful entrepreneur identifies problems that need solving before anyone else does.
7. The next thing he learned was about design philosophy. Apple products are well-known for their beautiful design, and enjoy great sales as a result. If your product looks good, consumers will be more likely to buy it, even if the price is high. An attractive design tells consumers that a product is of good quality and is worth the price.
8. One more thing he learned was that bosses should not simplify things for employees. Instead, employees need big challenges at work. Steve Jobs was well-known for his attention to detail. In fact, he had a reputation for being a very demanding boss. But, as Kawasaki explains, “I, and Apple employees before me and after me, did their best work because we had to do our best work to meet the big challenges.”
9. Finally, Kawasaki learned that most experts – including consultants, analysts, and journalists – are often disconnected from customers. So, successful entrepreneurs should not trust experts, because their opinions are not always accurate. As Kawasaki puts it, “Steve Jobs did not listen to experts. Actually, experts listened to him.” Kawasaki advises entrepreneurs to do their own research and to reach out to consumers directly. The best way to do this, he says, is buy using social media.

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| **Extra Tips for Selling a Product**  Here are four tips from Guy Kawasaki on using social media to sell a product:  1. Post frequently.  2. Post things that improve people’s lives.  3. Include a video or a picture with every post.  4. Repeat your posts, because people live in different time zones and work on different schedules. |