



DOWNLOAD



## How to Speak Tech: The Non-Techies Guide to Technology Basics in Business

---

By Vinay Trivedi

Apress. Paperback. Condition: New. 148 pages. Dimensions: 9.0in. x 5.9in. x 0.6in. A great book everyone can use to understand how tech startups work. --Rene Reinsberg, GMVP at GoDaddy, CEO and Co-founder at Locu Finally a book non-techies can use to understand the web technologies that are changing our lives. --Paul Bottino, Executive Director, Technology and Entrepreneurship Center, Harvard University Through the simplicity of his presentation, Vinay shows that the basics of technology can be straightforwardly understood by anyone who puts in the time and effort to learn. --Joseph Lassiter, Professor of Management Science, Harvard Business School and Faculty Chair of the Harvard Innovation Lab In a way that anyone can understand, How to Speak Tech: The Non-Techies Guide to Tech Basics in Business spells out the essential technical terms and technologies involved in setting up a company's website or web application. Nontechnical business readers will find their digital literacy painlessly improved with each ten-minute chapter of this illustrative story of one successful technology startup building its Web-based business from scratch. Vinay Trivedi--an entrepreneur and investor who works at the intersection of business and tech--employs the startup story line as his frame for explaining in plain language the technology behind our daily user experiences, the successful strategies of social...



READ ONLINE  
[ 8.84 MB ]

### Reviews

*Simply no words to spell out. It can be really fascinating through studying period of time. You will not really feel monotony at any moment of your own time (that's what catalogues are for concerning if you ask me).*

-- **Dr. Isabella Turner**

*Certainly, this is the greatest work by any author. It can be written in easy words and phrases rather than confusing. I am just happy to let you know that this is actually the greatest ebook we have studied inside my individual daily life and may be the greatest ebook for any time.*

-- **Trent Monahan**