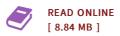




## How to Speak Tech: The Non-Techies Guide to Technology Basics in Business

By Vinay Trivedi

Apress. Paperback. Condition: New. 148 pages. Dimensions: 9.0in. x 5.9in. x 0.6in.Agreat book everyonecan use to understand how tech startups work. --Rene Reinsberg, GMVP at GoDaddy, CEO and Co-founder at LocuFinally a book non-techies can use to understandthe web technologies that are changing our lives. --Paul Bottino, Executive Director, Technology and Entrepreneurship Center, Harvard UniversityThrough 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 tolearn. --Joseph Lassiter, Professor of Management Science, Harvard Business School and Faculty Chair of the Harvard Innovation Labln a way that anyone can understand, How to Speak Tech: The Non-Techies Guide to Tech Basics in Businessspells out the essential technical terms and technologies involved in setting up a companys 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 Trivedian 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...



## Reviews

Simply no words to spell out. It can be rally fascinating throgh studying period of time. You will not really feel monotony at 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 writter 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 study inside my individual daily life and may be he greatest ebook for at any time.

-- Trent Monahan