

# RULES FOR REVOLUTIONARIES

The Capitalist Manifesto  
For Creating and  
Marketing New Products  
and Services

GUY KAWASAKI

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**MAIN IDEA**

If any company aspires to change the world rather than just make a few bucks, it has to successfully generate and exploit a business revolution.

A business evolution (an enhanced version of something already in existence) will never power a company to the top of the heap. Only the dynamics created by a genuine business breakthrough, carefully harnessed by a dedicated band of revolutionaries and evangelists, will do it.

Therefore, if you want to make an impact, start your own revolution.



