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

By Vinay Trivedi

aPress, United States, 2014. Paperback. Book Condition: New. 2014 ed.. 228 x 150 mm. Language: English . Brand New Book. A great book everyone can use to understand how tech startups work. --Rene Reinsberg, GM/VP 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 Harvard Innovation Lab In a way that anyone can understand, How to Speak Tech: The Non-Techie s 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--a private equity analyst and startup entrepreneur who works at the intersection of business and tech--employs the startup story line as his...

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