

Book Title: How To Drive Your Competition Crazy

Author: Guy Kawasaki

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Summary

How To Drive Your Competition Crazy is not your conventional marketing self-help book. This book urges the readers to throw down your gloves and create “disruption” all in the name of fun and profit. Regardless if you are new to marketing or a seasoned veteran, this humorous guide packs enough punch to help you drive your competition bonkers.

Without a doubt, Guy Kawasaki is indeed a really funny Guy. His sense of humour and style of writing is easy to appreciate but this man is no marketing genius. Rather, he comes across as a well-experienced practitioner of good marketing practices. He uses quotations and interviews from other marketing “gurus” to support his book, and even uses his own playlist of personal experiences back when he was working with Apple Macintosh.

Guy Kawasaki does not bring about any new revelation to seasoned marketing practitioners, but he does bring it about in a fresh and funny way. I am no marketing veteran but I have read books on marketing by Philip Kotler, Jack Trout and Al Ries – and I will admit that Guy’s book is a far better read. It’s easy to digest, the humour is simple and clever, and to a person new to marketing, the answers held within come more as a “*why didn’t I think of that?*” moment, rather than a “*EUREKA!*”

“How to Drive Your Competition Crazy” does not really teach you how to drive your competition crazy, but rather, teaches you good marketing practices that if carried out

successfully, can possibly drive your competition crazy.

Marketing Warfare?

The book is divided into chapters that read like a marketer’s bible for warfare: Know Thyself, Know Thy Enemy, Concentrate On A Decisive Point, etc. And like war, the battle for market share and success is a long and strategic process. Guy often tries to drive home these points in each chapter, and sprinkles them with mini exercises to bring enlightenment and practice to users.

Lots of Interviews

Guy also uses a lot of interviews with various kinds of people to bring a different perspective to the same ideas found in the book. Each and every one of the interviews features an individual who succeeded in attaining a goal or objective by adhering to the basic rule or rules of marketing.

Take for example, an interview with David Kairys, found in the chapter of “Know Thy Customer”. Kairys is a lawyer from Philadelphia whose opponents are usually big, formidable entities like the FBI or the city government. What has an interview

with a lawyer got to do with marketing and business? Well, apparently knowing your customer is a law that can be applied both in the courtroom and in the concrete jungle. By applying that simple rule to the jury and his clients, David was able to get an acquittal for his client, as well as drive his opponents crazy.

The aforementioned interview was a clever way to show how a simple rule like “*know your customer*”, a rule that almost everyone and anyone involved in sales and marketing knows or should know, can be used outside of what would be the norm. This is the point that Guy is trying to drive home – the rules are simple and using them is just basic common sense.

Personal Marketing Passion

But do take note that Guy is a very charismatic writer. And therein lies the crux of the problem. He can sometimes use words and descriptions that are a little dramatic; oft getting swept up in his visions of passion in your own product and overthrowing the overweight, money-hungry moguls of the big, scary firms. Even I admit I get pulled in by his fervour and style of writing so often that I need to do a reality check.

This is not to say that Guy can border on the zealous and fantastical, rather his passion often shines too brightly, as evident in his anecdotes of evangelizing the Apple during its infancy – pitting IBM as the Goliath to Apple’s David.

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But an honest and endearing lesson is learnt from his anecdotes. That passion, fanned well and burning bright, coupled with the right marketing concepts as fuel is all you need to burn your barriers and achieve the success you seek. Although written and divided into chapters with a strategic theme, it is clear that Guy wishes his readers to view the entire process as a righteous cause, rather than a materialistic trade off with the customers.

Guy Kawasaki is able to create an impression to the reader that he is more than just a writer, but a friend who wants to show you how to get the upper hand in business and have a blast while doing it. He utilizes one of the primary laws of marketing to great effect – *the law of perception*. From the choice of words to the tone of his writing, he really does come across as genuinely wanting to help you succeed and triumph over your competition.

Conclusions

In conclusion, if you are looking for a book that is **not** your run-of-the-mill guide on marketing tips – a book that is captivating, witty and brimming with good tips and exercises to improve your game – then look no further. I highly recommend this book to anyone interested in bringing the little something special to their business, or plainly anyone who enjoys a good, clever laugh.