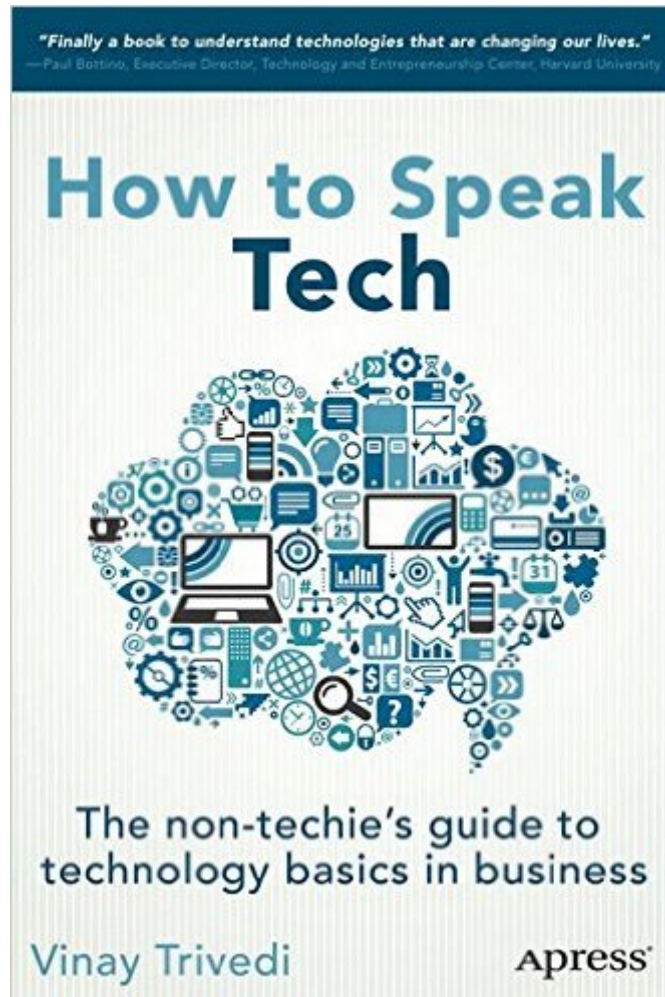


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# How To Speak Tech: The Non-Techie's Guide To Technology Basics In Business



## Synopsis

"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 Faculty Chair of the 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--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 media giants, the bold aspirations of tiny startups, and the competitive adaptations of ordinary businesses of all sizes and sectors. Along the way, he demystifies all those tech buzzwords in our business culture whose precise meanings are so often elusive even to the people using them.

Internet hardware, application software, and business process: the working premise of this book is that none of it is beyond the basic understanding of nontechnical business readers. Trivedi peels back the mystery, explains it all in simplest terms, and gives his readers the wherewithal to listen intelligently and speak intelligibly when the subject turns to technology in business.

What you'll learn

- Website hosts and programming languages for web apps
- on the backend
- Performance and scalability
- APIs, open-source programs, feeds, and database management
- Design and display on the front end

Who this book is for

Primary readership: nontechnical business people who want to firm up their understanding of the technology of the Internet and their fluency with technical terms in widespread use in the business world.

Secondary readership: People in the general-interest mainstream who are looking for a short, accessible, and comprehensive treatment of Internet technology and business to inform their personal experience as consumers and generators of Internet content and value.

## Book Information

Paperback: 148 pages

Publisher: Apress; 1st ed. edition (December 27, 2013)

Language: English

ISBN-10: 1430266104

ISBN-13: 978-1430266105

Product Dimensions: 6 x 0.3 x 9 inches

Shipping Weight: 8.2 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â Â See all reviews Â (18 customer reviews)

Best Sellers Rank: #350,875 in Books (See Top 100 in Books) #256 in Â Books > Textbooks > Business & Finance > Entrepreneurship #315 in Â Books > Business & Money > Management & Leadership > Management Science #526 in Â Books > Business & Money > Marketing & Sales > Marketing > Web Marketing

## Customer Reviews

When I got my first computer in 1980, I became obsessed. Not just with the games I could now play (all night), but about every aspect. I learned every chip on the motherboard, and all the performance data. As time went on, computers improved and got infinitely more complicated, like cars. You used to be able fine tune a carâ™s performance. Now itâ™s all obscured by electronic components and software. So with the the computer. You really donâ™t need to know what chipset has been replaced by an ASIC that does ten times as much in a twentieth of the space. So why do we need to know how the plumbing of the internet works? There are two important reasons. How To Speak Tech demonstrates the current state of complexity and the choices that still need to be made on a daily basis if you are working with tech (as opposed to working in tech, where one should already have internalized all of this and far more). Because itâ™s actually still early days, and there are weaknesses, ambiguities and forks in the road. Itâ™s in the news all the time, and we need to be able to nod our heads knowingly when we read about it. Even just as consumers, we need to know about security, spam, and theft as we roam the internet, and why itâ™s taking so long for that stupid page to refresh. Second, and far more important, are working relationships. There is little more frustrating to techies than a marketing person who has zero understanding of what they can and cannot do â “ all while making huge demands of them. I leaped over everyone because I could understand what they told me, was able to talk to them in their language, and make suggestions that impressed them because I knew what I was saying. I bridged the engineering-marketing gap.

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