



NEWS RELEASE

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For Immediate Release

Chamber of Commerce International Consortium for Entrepreneurs (CCICE) welcomes Guy Kawasaki on Tuesday March 29th at the Computer History Museum in Mountain View, CA. Guy Kawasaki will be speaking about his tenth and latest book, “Enchantment: The Art of Changing Hearts, Minds, and Actions”.

Register today at CCICE:
<http://www.ccice.org/Guy-Kawasaki-Enchantment.html>

Enchantment: The Art of Changing Hearts, Minds, and Actions

PALO ALTO, CALIFORNIA--February 16, 2011-- As a managing director of Garage Technology Ventures and Founder of Alltop, Guy Kawasaki will be sharing his wisdom and perspectives relating to his new book, “Enchantment: The Art of Changing Hearts, Minds, and Actions.”

This is a rare opportunity to hear Mr. Kawasaki along with Jenn Lim, Chief Happiness Officer for Zappos and Kate Bennett Eriksson, Ericsson Head of AT&T Innovation Centre, speak at the iconic center of Silicon Valley, the Computer History Museum in Mountain View.

In Guy Kawasaki’s push for innovation he continues to motivate entrepreneurs to get creative and enchant partners, customers, clients, teams and more. In his latest book, Guy explains how to influence what people will do while maintaining the highest standards of ethics. The book explains when and why enchantment is necessary and then the pillars of enchantment: likability, trustworthiness, and a great cause.

“Enchantment” subsequently discusses: launching, overcoming resistance, making enchantment endure, and using technology. There are even special chapters dedicated to enchanting your employees and your boss. Finally, because there are times you may want to resist enchantment, there’s even a chapter about how to do this.

“If you want to change the world — or even part of the world, this book is for you.”

Guy Kawasaki is a managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for Entrepreneur Magazine. Previously, he was an Apple Fellow at Apple Computer, Inc. Guy is the author of nine books including Reality Check, The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream, and The Macintosh Way. He has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

Read the latest from Guy Kawasaki at the American Express Open Forum:
<http://www.openforum.com/connectodex/how-to-change-the-world>