



# Summary: Enchantment - Guy Kawasaki: The Key to Attracting People to Your Company

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**Complete summary of Guy Kawasaki's book: "Enchantment: The Key to Attracting People to Your Company".**

This summary of the ideas from Guy Kawasaki's book "Enchantment" shows that even if you have an insanely great mousetrap, the world will not beat a path to your door. Everyone's busy doing their own thing. In practice, the greater your mousetrap is, the harder it will be to get people to embrace it because it will be so different to what they're used to. Instead of sitting back and hoping you'll be discovered, you have to get busy enchanting people with what you have. Enchantment is the art and process of turning cynics into believers and then enlisting them in a crusade to tell the world. This summary highlights a few steps in bringing about enchantment and the nine things that you can do to get some enchantment working in your favor.

### Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

**To learn more, read "Enchantment" and find out why you should go forth and enchant.**

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