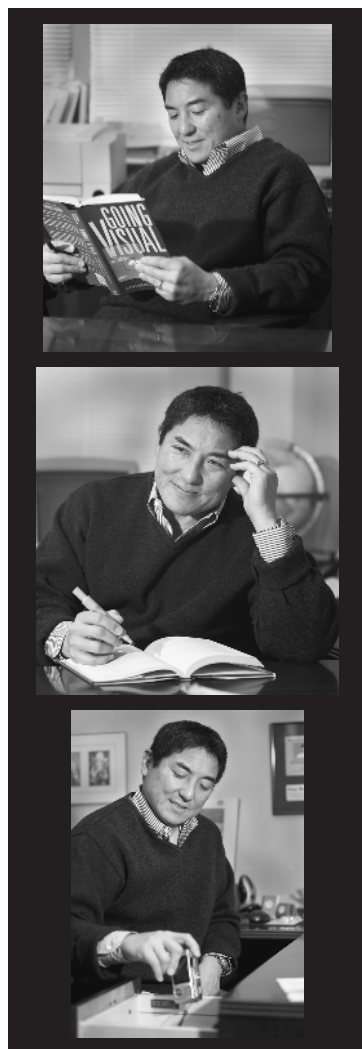


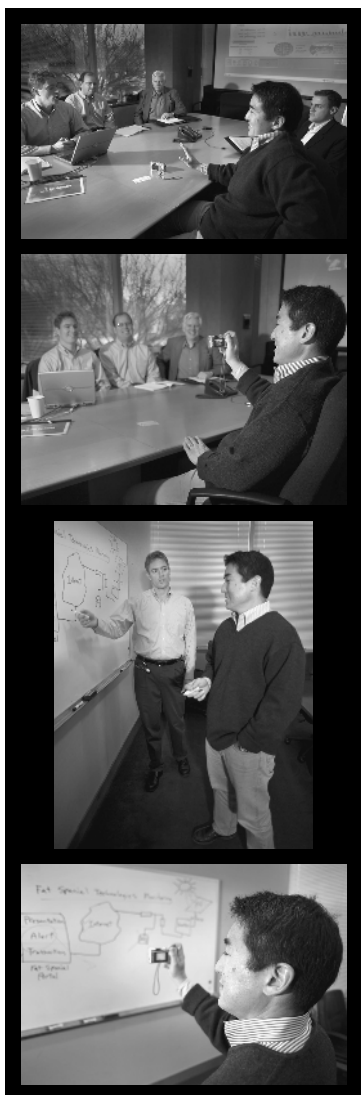
Foreword

When I was first asked to write a foreword for this book, I declined because I was very busy with the tour for my own book, *The Art of the Start*. However, after I read the manuscript, I found I liked the book very much and quickly agreed to write the foreword after all. I decided that since the book evangelizes visual communication, I should “write” a visual foreword.

This is the first pictorial foreword in history—at least as far as I know. It depicts how I predict the book will affect you: It will give you tactical, actionable ideas about how to use digital photography to improve your business.

My business is venture capital, so I meet with hundreds of entrepreneurs,





listen to their pitches, and get back to them later. My problem is that it's hard for me to remember their names and to recall their whiteboard diagrams.

Guy Kawasaki
Managing Director
Garage Technology Ventures