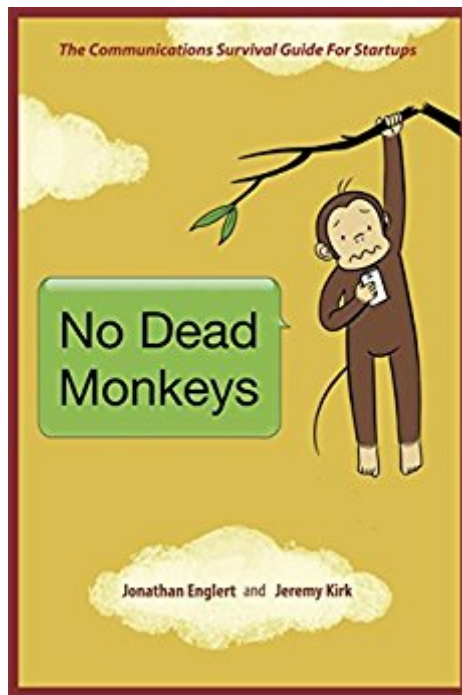


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# No Dead Monkeys: The Communications Survival Guide For Startups



## Synopsis

No Dead Monkeys is the essential communications handbook for startups. In clear, easy to understand language, authors Jeremy Kirk and Jonathan Englert deliver a step-by-step approach that will help your venture use communication to thrive from Day One while sidestepping catastrophe along the way. Learn more at [www.nodeadmonkeys.com](http://www.nodeadmonkeys.com)

## Book Information

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## Customer Reviews

This is a great primer that is sure to make startups think more seriously about communications in all aspects of the business. The authors have extensive experience on both the PR and media side of the equation and share some great examples of what can help -- and what can kill -- a young business. No Dead Monkeys is a relatively short book, and I think there's definitely potential for the authors to use it as the first part in a larger and more comprehensive volume. However, as a quick reference that can be looked back at many times, No Dead Monkeys makes for an indispensable little eBook.

A flowing & witty guide that articulates the avoidable pitfalls that many startup companies encounter. No Dead Monkeys is a mission statement on how to communicate effectively and create an identity for your nascent company. The author leads the reader towards water while continuously engaging with anecdotes and metaphors. Complicated ideas are transformed into seamless execution as you learn to tell your company's "story." "The eccentricity of today is often tomorrow's normal" ...Love it!

Absolutely required reading for not only startups, but MBA students! Don't think the brevity of this book is a reflection of its quality or character. It is concise, digestible, and PACKED with insanely useful material. Being an entrepreneur is a difficult tightrope to walk, and the plain speaking lessons in this little tome are implementable and effective immediately. Stop reading my review. Read this book.

This is a great practical read for any business executive. Most business books are 90% fluff and 10% value, where I think this has turned the tables. As I read through this book, every page has a valuable lesson. I have applied many of the lessons to our business, and I can see it working. If you want good information and no bulls\*\*\*, read this book. If you want to become a millionaire over night, read those other books.

Not bad, but not really any cutting edge material here either. Takes about 40 minutes to read and when you are done you will feel like you have read a couple of columns from a magazine put together.

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