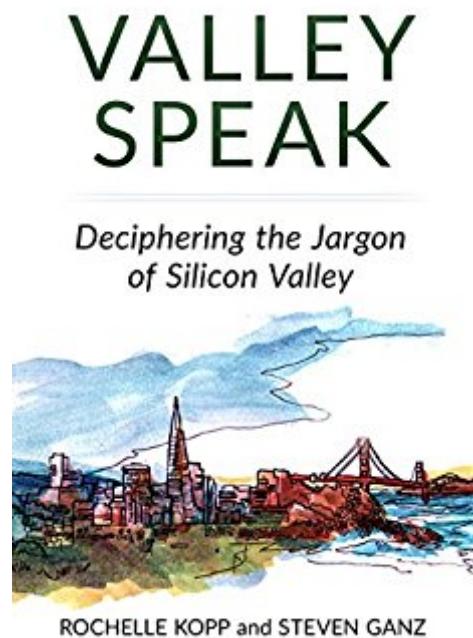# Valley Speak: Deciphering The Jargon Of Silicon Valley

Synopsis

Silicon Valley has a lingo of its own -- from unicorns to pivoting to growth hacking -- that while colorful can also be rather opaque. This is the definitive guide to the unique words used in the Bay Area startup scene, helping everyone from people who want to do business here to those who just want to watch HBO's Silicon Valley without being confused. Itâ ™s designed to be thorough and accurate while including a touch of humor (because face it, the way people talk in Silicon Valley can often be a bit ridiculous!) If youâ ™ve wanted a way to break into the exciting conversation that is happening in Silicon Valley, this book is for you. Or if youâ ™re already in Silicon Valley, you may become frustrated when your colleagues in other places just donâ ™t â œgetâ • how things are done here and wish you had a handy primer to give them. You may be familiar with some of the terms, but wish that you had a deeper understanding, so that you could use them with more confidence. Valley Speak features the top 100 Silicon Valley words and phrases and will help anyone navigate the Silicon Valley ecosystem like a pro.

Book Information

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Customer Reviews

Welcome to Silicon Valley â " wherever you happen to be. As an expatriate from the area in

question, I am often plagued by unexplained neologisms arriving in my emails and text messages, to say nothing of the confusion that occurs when they are concatenated in audio messages without explanation. This book â " I read it in the Kindle edition â " arrived much like a caravan of medicine and foodstuffs to a long besieged town.The authors have done their best to organize the fast-moving discourse of Valley Speak into categories that describe the functional areas of people management, technology and finance as well as work culture and lifestyle. These broader areas are broken down into over 100 mini-chapters focusing on specific expressions, their sources, and their connections to related words and expressions. Each expression is enriched by giving examples of use in everyday speech and writing as well as in quotations from persons involved in or reflecting on the culture and phenomena of Silicon Valley. Kopp and Ganz done a splendid job in consistently hitting the inner rings of a moving target by their research and taking it further by crowdsourcing, not just the funding for the publication project, but for updating via ongoing crowdsourcing of content online.Since culture and language are mutually creative and reinforcing, Kopp and Ganz have given us much more than a lexicon of the buzzwords found in the ever-expanding Silicon Valley culture. The richness of of what this book contains probably cannot find its way into translate.google.com, though our search for new words in various cultures and languages will increasingly take us online these days.

Valley Speak: Deciphering the Jargon of Silicon Valley McGraw-Hill's Dictionary of American Slang and Colloquial Expressions: The Most Up-to-Date Reference for the Nonstandard Usage, Popular Jargon, and Vulgarisms of Contempos (McGraw-Hill ESL References) Make It New: The History of Silicon Valley Design The Art of Product Management: Lessons from a Silicon Valley Innovator The Geography of Genius: A Search for the World's Most Creative Places from Ancient Athens to Silicon Valley Clean Disruption of Energy and Transportation: How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities and Conventional Cars Obsolete by 2030 Chaos Monkeys: Obscene Fortune and Random Failure in Silicon Valley The New New Thing: A Silicon Valley Story Startup: A Silicon Valley Adventure The Launch Pad: Inside Y Combinator, Silicon Valley's Most Exclusive School for Startups Chaos Monkeys: Inside the Silicon Valley money machine Guadalupe Mysteries: Deciphering the Code Egyptian Book of the Dead Hieroglyph Translations Using the Trilinear Method: Understanding the Mystic Path to Enlightenment Through Direct Readings ... Language with Trilinear Deciphering Method Speak English Like an American: Learn the Idioms & Expressions that Will Help You Speak Like a Native! More Speak English Like an American: Learn More Idioms & Expressions That Will Help You Speak Like a Native! Hide & Speak Italian (Hide &

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