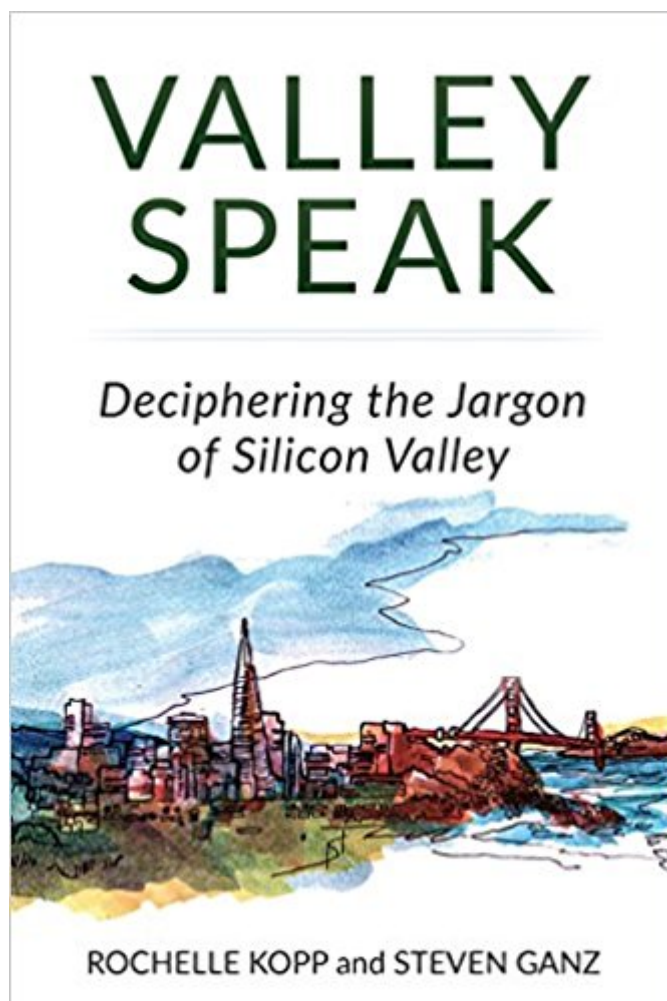


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# Valley Speak: Deciphering The Jargon Of Silicon Valley



## 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. It'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 you've wanted a way to break into the exciting conversation that is happening in Silicon Valley, this book is for you. Or if you're already in Silicon Valley, you may become frustrated when your colleagues in other places just don't "get" 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

Paperback: 282 pages

Publisher: Genetius Publishing (May 17, 2016)

Language: English

ISBN-10: 0997436409

ISBN-13: 978-0997436402

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 6.4 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 18 customer reviews

Best Sellers Rank: #752,883 in Books (See Top 100 in Books) #143 in Books > Business & Money > Finance > Corporate Finance > Venture Capital #240 in Books > Reference > Words, Language & Grammar > Vocabulary, Slang & Word Lists > Word Lists #5198 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

## Customer Reviews

"I wish I had written this book. With it you'll be able to convince anyone that you're a Silicon Valley insider." -- Guy Kawasaki, Chief Evangelist, Canva and former Chief Evangelist, Apple  
"The speed with which technology created in Silicon Valley has changed the world is well known. The Valley's unique and fast changing vocabulary should be equally well known and understood. This book makes it easy and fun for the reader to understand, catch up and hang on as

Silicon Valley surges ahead." -- William H. Draper III, General Partner, Draper Richards, and Author, The Startup Game "If you're new to Silicon Valley, get this book!" -- Jager McConnell, CEO, CrunchBase "Kopp and Ganz have crafted a Rosetta Stone for all those entrepreneurs wanting to decipher the lexicon of Silicon Valley and increase their chances of getting their startup funded." -- Jay Samit, serial entrepreneur and Author, Disrupt You! "With Valley Speak, anybody can 'fake it' in Silicon Valley." -- Dan "Fake Steve Jobs" Lyons -- This text refers to the Hardcover edition.

Rochelle Kopp is a management consultant who works with global companies doing business in Silicon Valley, and Silicon Valley companies doing business globally. Her specialties include communication skills, leadership, cross-cultural management and human resource management. She frequently works with entrepreneurs and other businesspeople from overseas helping them to navigate the culture in Silicon Valley. She holds a BA in History from Yale University and an MBA from the University of Chicago. Steven Ganz is the Founder of Teamifier, a web platform to support collaborative, crowd-sourced problem-solving. Steve has worked in Silicon Valley for over 10 years, both for startups and consulting to startups and research labs. In his consulting, Steve has helped clients plan, implement, validate, and/or promote their core technologies. He has a PhD in Computer Science (Programming Languages) from Indiana University and business and engineering degrees from the University of Pennsylvania's Wharton School and School of Engineering and Applied Science, respectively.

Valley Speak is a universal translator for the new high tech culture. It is a very user-friendly tool that offers great assistance in navigating an often esoteric parlance. This book unpacks trending terms and new portmanteaus in every key area of this industry from funding and development to marketing and human resources. As a business attorney regularly engaged in IP transactions, I keep this desk reference readily available for emergency use. I highly recommend Valley Speak for anyone who seeks to improve their communications with professionals who are wholly immersed in this business space.

Valley Speak would be a great addition to the bookshelf of any entrepreneur, aspiring or seasoned, outside or inside the Silicon Valley. I've been running a startup (EduLift) for over five years, and have visited the Bay Area and startup capitals around the world. Nevertheless, I found this an insightful read, teaching me terms hitherto unfamiliar, and shining a new light on words that have long

become part of my vernacular. As Rochelle and Steven point out in the introduction, "Silicon Valley often asks or requires us to wear multiple hats." In that spirit, the book covers eight different fields that you're likely to encounter on your entrepreneurial journey: \* The Players \* Innovation \* Product Development \* Funding \* Technology Trends \* Marketing \* HR and Work Culture \* Lifestyle. Even if you are a seasoned entrepreneur and the vocabulary in some of the chapters may sound familiar (still a great read for the fun commentary and insightful quotes of startup thought leaders!), there is a good chance that you'll be at a loss in other sections, or will come back to this book as a reference once your venture reaches the relevant step.

So... two takes on this book: 1) If you don't live and breathe this stuff (for the 99% who don't live in Silicon Valley), this is an essential guide; for example, while watching HBO's great (I'm talking Season One) "Silicon Valley." There's a lot here I'd not heard (X for Y; Unicorpses) despite working on Sand Hill Road. So... crazy vocabularistics. 2) The humor is understated and inherent in the absurdity of the VC eco-space ("I got diluted in a cram down".) I could've stood more (as in Dan Lyons' recent "Disrupted.") But it's here (and may have you swapping out the Blippy and Swoopo in your portfolio for Caterpillar and General Electric.) Five stars (partially cuz I've known Steve for several years - brilliant, dry wit is part of his kernel; but perhaps subtract 0.4 stars cuz this isn't "War and Peace.") I breathe and report on the winds that blow through Silicon Valley at Bob Blum. (My goal is to smarten humanity, so we're worthy pets for post-Singularity robots.)

I recently moved to the Silicon Valley area after a decade of Midwest and East coast. Within the first month of living here, the book has helped me grasp the unusual terminology used largely in the tech sector but also generally amongst the region. Has also allowed me to speak intelligently on matters that mean most to endeavoring workers and people here. Great learning tool and a fun read. Highly recommended!

The first dictionary that clearly defines the most popular terms used by high tech, with examples and quotes. Read the whole thing like a novel. Warmly recommended!

Silicon Valley has created a uniquely suited vocabulary, which is gradually spreading around the English-speaking world. I was somewhat disappointed because many of the words and meanings were already familiar to me. On the other hand, the explanation of the development and use of the "Silicon Valley" vocabulary is much better than you will find in a conventional dictionary. If you are

interested in Silicon Valley history or you can't follow the conversations you hear, get a copy of this book for your library

This book is a good way for an entrepreneur or business traveler planning a trip to Silicon Valley to get up to speed on the somewhat unique terminology of the venture ecosystem.

Wanna feel like an insider? Great Info for those wanting to be in-the-know!

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