



How to Speak Tech: The Non-Techie's Guide to Technology Basics in Business

Vinay Trivedi

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In a way that anyone can understand, *How to Speak Tech: The Non-Techie's Guide to Tech Basics in Business* spells out the essential technical terms and technologies involved in setting up a company's website or web application. Nontechnical business listeners will find their digital literacy painlessly improved with each ten-minute chapter of this illustrative story of one successful technology startup building its Web-based business from scratch.

Vinay Trivedi - an entrepreneur and investor who works at the intersection of business and tech - employs the startup story line as his frame for explaining in plain language the technology behind our daily user experiences, the successful strategies of social media giants, the bold aspirations of tiny startups, and the competitive adaptations of ordinary businesses of all sizes and sectors.

Internet hardware, application software, and business process: The working premise of this book is that none of it is beyond the basic understanding of nontechnical business listeners.

What you'll learn:

- Website hosts and programming languages for web apps on the backend
- Performance and scalability
- APIs, open-source programs, feeds, and database management
- Design and display on the front end

Who this book is for:

- Primary audience: Nontechnical business people who want to firm up their understanding of the technology of the Internet and their fluency with technical terms in widespread use in the business world.
- Secondary audience: People in the general-interest mainstream who are looking for a short, accessible, and comprehensive treatment of Internet technology and business to inform their personal experience as consumers and generators of Internet content and value.

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Ronald Karl:

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