

[For Legal Marketers: K-I-S-S is Still the Golden Rule](#)

April 13th, 2010 by Kara

[Guy Kawasaki](#), a co-founder of [Alltop](#), a news aggregation site, and managing director of Garage Technology Ventures was interviewed by the New York Times about his thoughts on business school, and the personal traits he believes are necessary to run a business successfully.

His overall view: If you can't do it, find someone who can, which is a practice his bosses at Apple, Mike Murray and Steve Jobs clearly mastered.



The most important lesson business schools should teach more or:

“Students need to learn how to communicate in 5-sentence e-mails and 10-slide PowerPoint presentations. If they just taught every student that, American Business would be much better off.”

Read the full NY Times article: [Corner Office – Guy Kawasaki – I Want 5 Sentences, Not ‘War and Peace’ – Question – NYTimes.com](#).

Other articles you may be interested in:

[The Karasma Media Legal Marketing Blog's on Alltop](#)

[10 Essential Rules for Legal Marketing Brands in Social Media to Follow](#)

[Why technology and social media need to be integrated into your branded legal marketing strategy](#)

[Protecting Your Legal Marketing Brand From Social Media Bad Buzz](#)

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

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