



Reaching Escape Velocity: Launching Gonzo Engineering Projects with Sponsors, Media, Volunteers, and Other Potent Forces

By Steven K Roberts

Nomadic Research Labs, United States, 2009. Paperback. Book Condition: New. 196 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is for those who are attempting to launch a massive engineering project or expedition with minimal financial or human resources. It is not about specific hardware or software technical methods; it is about the meta-hack of developing enough support and buzz to get your project to take on a life of its own. Large corporations do this with brute-force methods (unlimited money and people), but individuals face daunting hurdles when competing for mindshare and resources. Without the ability to leverage larger forces as a sort of martial art, it is exceedingly difficult for a lone geek to escape the gravity well. This little book is the collection of trade secrets that have made my 25 years of adventures possible. the art of working with sponsors, media, and volunteers to get an insanely ambitious project off the ground and keep it moving on its own momentum.



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Reviews

It in one of my favorite book. Sure, it is actually engage in, nonetheless an interesting and amazing literature. I am happy to let you know that this is basically the finest book i have got study inside my very own existence and might be he finest publication for ever.

-- **Randal Reinger**

A very amazing publication with perfect and lucid information. We have read through and that i am certain that i will planning to study once more yet again in the future. You will not really feel monotony at anytime of the time (that's what catalogues are for about should you question me).

-- **Matilda Hoeger V**