



The 3G Way: An introduction to the management style of the trio who's taken over some of the most important icons of American capitalism.

By Francisco Souza Homem de Mello

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Editorial Review

About the Author

Francisco Souza Homem de Mello was born in Brazil, and writes about business management, strategy and startups in a number of blogs and publications. His first book, *Hacking the Startup Investor Pitch*, teaches entrepreneurs how to structure and present their venture capital pitch decks, and delves deep into the latest thought trends about startup strategy. It is the fruit of the author's involvement as an angel investor, consultant and entrepreneur with numerous startups. He is a former finance professional, having worked for 10-plus years in various positions within the investment management industry. Most of these years were spent at companies that in some way or another were born out of the management style created at Banco Garantia. These experiences inspired him to write his second book, *The 3G Way*, that introduces the management style and techniques that evolved from Garantia and took its creators to the forefront of world capitalism. Francisco is also a triathlete, with multiple Ironman, Ironman 70.3 and olympic-distance races.

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