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Inside Apple The Secrets Behind

Inside Apple: The Secrets Behind the Past and Future Success of Steve Jobs's Iconic Brand Hardcover – 25 Jan. 2012 by Adam Lashinsky (Author)

Inside Apple: The Secrets Behind the Past and Future ...

In INSIDE APPLE, Adam Lashinsky provides readers with an insight on leadership and innovation. He introduces Apple business concepts like the 'DRI' (Apple's practice of assigning a Directly Responsible Individual to every task) and the Top 100 (an annual event where that year's top 100 up-and-coming executives were surreptitiously transported to a secret retreat with company founder Steve Jobs).

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Title: Inside Apple The Secrets Behind The Past And Future Success Of Steve Jobss Iconic Brand Author: Markus Schweizer Subject: Inside Apple The Secrets Behind The Past And Future Success Of Steve Jobss Iconic Brand

Inside Apple The Secrets Behind The Past And Future ...

As large as the company is, the author of 'Inside Apple', Adam Lashinsky, explains that it's been a single P&L company; not divided into divisions or consumed with committees. In Apple "only one executive 'owned' the P&L, and that was the chief financial officer."

Amazon.com: Inside Apple: The Secrets Behind the Past and ...

In a lengthy feature titled " Inside Apple, " Fortune magazine ' s editor at large Adam Lashinsky paints a clear picture of what it ' s like to work at Apple, based on [...] Revealing how Steve Jobs runs...

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INSIDE APPLE reveals the secret systems, tactics and leadership strategies that allowed Steve Jobs and his company to churn out hit after hit and inspire a cult-like following for its products. If Apple is Silicon Valley's answer to Willy Wonka's Chocolate Factory, then author Adam Lashinsky provides readers with a golden ticket to step inside.

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Inside Apple's mysterious corporate culture

The reason behind that—and behind Apple ' s success—is that its devices are beautiful to look at and a pleasure to use. That's why the company has such a powerful brand and lofty stock valuation. The...

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