

Inside Apple The Secrets Behind The Past And Future Success Of Steve Jobss Iconic Brand

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

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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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Inside Apple: How America's Most Admired – And Secretive – Company Really Works (also subtitled The Secrets Behind the Past and Future Success of Steve Jobs's Iconic Brand), is a business and economics book on the systems, leadership patterns, strategies, and tactics adopted by Apple Inc..The book was authored by Adam Lashinsky, who is the Senior Editor-at-Large for Fortune and a leading ...

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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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Based on numerous interviews, the book reveals exclusive new information about how Apple innovates, deals with its suppliers, and is handling the transition into the Post Jobs Era. While INSIDE APPLE provides a detailed investigation into the unique company, its lessons about leadership, product design and marketing are universal.

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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. In this primer on leadership and innovation, the author will introduce readers to concepts like the "DRI" (Apple's practice of assigning a Directly Responsible Individual to every task) and the Top 100 (an annual ritual in which 100 up-and-coming executives are tapped a la Skull & Bones for a secret retreat with company founder Steve Jobs). Based on numerous interviews, the book offers exclusive new information about how Apple innovates, deals with its suppliers and is handling the transition into the Post Jobs Era. Lashinsky, a Senior Editor at Large for Fortune, knows the subject cold: In a 2008 cover story for the magazine entitled The Genius Behind Steve: Could Operations Whiz Tim Cook Run The Company Someday he predicted that Tim Cook, then an unknown, would eventually succeed Steve Jobs as CEO. While Inside Apple is ostensibly a deep dive into one, unique company (and its ecosystem of suppliers, investors, employees and competitors), the lessons about Jobs, leadership, product design and marketing are universal. They should appeal to anyone hoping to bring some of that Apple magic to their own company, career, or creative endeavor.

The secret history of the invention that changed everything-and became the most profitable product in the world. NATIONAL BESTSELLERShortlisted for the Financial Times Business Book of the Year Award One of the Best Business Books of 2016 - CNBC, Bloomberg, 1-800-CEO-Read "The One Device is a tour de force, with a fast-paced edge and heaps of analytical insight." -Ashlee Vance, New York Times bestselling author of Elon Musk "A stunning book. You will never look at your iPhone the same way again." -Dan Lyons, New York Times bestselling author of Disrupted Odds are that as you read this, an iPhone is within reach. But before Steve Jobs introduced us to "the one device," as he called it, a cell phone was merely what you used to make calls on the go. How did the iPhone transform our world and turn Apple into the most valuable company ever? Veteran technology journalist Brian Merchant reveals the inside story you won't hear from Cupertino-based on his exclusive interviews with the engineers, inventors, and developers who guided every stage of the iPhone's creation. This deep dive takes you from inside One Infinite Loop to 19th century France to WWII America, from the driest place on earth to a Kenyan pit of toxic e-waste, and even deep inside Shenzhen's notorious "suicide factories." It's a firsthand look at how the cutting-edge tech that makes the world work-touch screens, motion trackers, and even AI-made their way into our pockets. The One Device is a roadmap for design and engineering genius, an anthropology of the modern age, and an unprecedented view into one of the most secretive companies in history. This is the untold account, ten years in the making, of the device that changed everything.

This beautifully illustrated book will introduce children to the joys of nature, and show them what wonderful secrets are revealed if you just look a little closer. By holding a light behind each page, children can see the creatures who make a tree their home, from the worms who live among the roots to the birds who nest high up in the branches. The clever 'see-through' reading technique creates an experience of interactive learning, showing both the surface and what is hidden underneath at the same time.

Corporate Entrepreneurship is about entrepreneurial transformation in larger organizations. Paul Burns shows how this can be achieved by building an organizational architecture – leadership, culture, structure and strategies – that encourages creativity, innovation and entrepreneurship. He synthesizes research from a number of business disciplines and draws on numerous corporate examples. New to this edition: - Sections on corporate governance, ethics, sustainability and corporate social responsibility - Greater emphasis on improving shareholder value through risk management and the generation of strategic options, rather than just improving profitability - Expanded coverage of the management of disruptive innovation and market paradigm change, as well as incremental innovation - Coverage of the financial crisis and recession, and their implications for entrepreneurship - Fully updated case studies and new learning resources Corporate Entrepreneurship is an essential text for all students of Entrepreneurship and Intrapreneurship, Strategy, Innovation and Leadership. Visit www.palgrave.com/business/burns for extensive student and lecturer resources including case studies and questions, an individual and a corporate entrepreneurship test, video commentaries and useful web links.

This book brings together a set of studies on labour conditions in global value chains (GVCs) in a variety of sectors, ranging from labour-intensive sectors (garments, fresh fruits, tourism), to medium and high technology sectors (automobiles, electronics and telecom) and knowledge-intensive sectors (IT software services). The studies span a number of countries across Asia - Bangladesh, Cambodia, China, India, Indonesia, Sri Lanka and Vietnam. This book stands out for its grounded and detailed examination of both what is working and what is not working as Asian labour gets more embedded in global value chains. In trying to identify spaces for progressive action and policies in the current GVC-linked global work environment, the book goes against the grain in searching for an alternative to laissez faire forms of globalisation.

Who lives around the apple tree? Shine a light behind the page and see ... Explore a tree up close and you will find a small world filled with great surprises! From worms wriggling among the roots, to birds nesting high in the branches, the hidden wonders of this amazing habitat are revealed when the page is held up to a light.

"Our economy is neither overwhelmingly capitalist, as Marxist political economists argue, nor overwhelmingly a market economy, as mainstream economists assume. Both approaches ignore vast swathes of the economy, including the gift, collaborative and hybrid forms that coexist with more conventional capitalism in the new digital economy. Drawing on economic sociology, anthropology of the gift and heterodox economics, this book proposes

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a ground-breaking framework for analysing diverse economic systems: a political economy of practices. The framework is used to analyse Apple, Wikipedia, Google, YouTube and Facebook, showing how different complexes of appropriative practices bring about radically different economic outcomes. Innovative and topical, Profit and Gift in the Digital Economy focusses on an area of rapid social change while developing a theoretically and politically radical framework that will be of continuing long term relevance. It will appeal to students, activists and academics in the social sciences"--

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