



Cómo trabaja Google (Spanish Edition)

By Eric Schmidt, Jonathan Rosenberg

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Diviértete, prueba, equivócate, cuestiona, corrige, apasionate, evalúa, decídate: los creativos inteligentes de Google saben que para tener una carrera exitosa o dirigir una empresa tienes que pensar en grande, siempre. Redactado con un estilo sencillo y lleno de humor, Cómo trabaja Google revela los códigos laborales y de vida que garantizan el éxito. Los directivos de Google muestran la estrategia que transformó al famoso buscador en una de las compañías más exitosas del mundo, demostrando que la clave del éxito del gigante informático está en adoptar una cultura de innovación, creatividad y experimentación, porque cuando se quiere triunfar en la vida, la audacia no tiene límites. **ENGLISH DESCRIPTION** Today, Google is a global icon that regularly pushes the boundaries of innovation in a variety of fields. **HOW GOOGLE WORKS** is an entertaining, page-turning primer containing lessons that Eric and Jonathan learned as they helped build the company. The authors explain how technology has shifted the balance of power from companies to consumers, and that the only way to succeed in this ever-changing landscape is to create superior products and attract a new breed of multifaceted employees whom Eric and Jonathan dub "smart creatives." Covering topics including corporate culture, strategy, talent, decision-making, communication, innovation, and dealing with disruption, the authors illustrate management maxims ("Consensus requires dissension," "Exile knaves but fight for divas," "Think 10X, not 10%") with numerous insider anecdotes from Google's history, many of which are shared here for the first time.

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Cómo trabaja Google (Spanish Edition) By Eric Schmidt, Jonathan Rosenberg Bibliography

- Sales Rank: #1452434 in Books
- Published on: 2015-05-12
- Original language: Spanish
- Number of items: 1
- Dimensions: 9.00" h x 1.10" w x 6.00" l, .0 pounds
- Binding: Paperback
- 376 pages

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