

<<Mavericks at Work(用怪人之道)>>

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内容概要

This work takes an engaging and incisive look at today's top business leaders - visionary and creative mavericks who are changing the way we do business. Inspiring and accessible, "Mavericks at Work" is for anyone who wants to succeed in business - from the entry-level employee to the CEO. In "Mavericks at Work", two high-profile journalists introduce an inspiring group of entrepreneurs and executives who are building great businesses by challenging business as usual. From break-the-mould innovators such as HBO, Pixar, and Netflix to global giants such as IBM and Procter & Gamble, these mavericks are winning big by devising new answers to the oldest (and toughest) challenges of competition and leadership. Their stories are exciting - and their ideas are truly powerful. Real mavericks know that: big, original ideas pay big dividends; being different makes all the difference; nobody is as smart as everybody; cheaper is better, but value is priceless; great leaders are insatiable learners. "Mavericks at Work" is a relentlessly useful how-to book. But it is also an eye-opening what-if book - with insights that showcase the power of business at its best and set a positive agenda for the future.

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