

<<Microsoft Rebooted: >>

图书基本信息

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内容概要

In recent years, Microsoft has become more than just Bill Gates ' s company. Steve Ballmer is now the CEO, overseeing a Goliath that has been plagued by a federal antitrust trial, an employee exodus prompted by the dot-com revolution, and an ongoing economic downturn. But Microsoft has not only survived; it has thrived, prospering to the point that it is the second most recognizable brand in the world (behind Coca-Cola).

Bestselling author Robert Slater explains exactly how the company has adapted in the last few years, taking readers into Microsoft ' s inner circle to tell an amazing story of persistence in the face of adversity. Slater describes the many changes that have led to a new corporate culture, a new strategic direction, new product lines, and new ways of doing business worldwide. There have been many books about Microsoft over the years, but this one brings the story right up to the present, with fresh insights and information. Slater was granted unprecedented access to the company ' s notoriously press-shy top brass, including extensive interviews with Bill Gates and Steve Ballmer.

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