

50 Business Classics: Your shortcut to the most important ideas on innovation, management, and strategy (Paperback)

By Tom Butler-Bowdon

Hodder Stoughton General Division, United Kingdom, 2018. Paperback. Condition: New. Language: English . Brand New Book. From Michael Porter to Lazslo Bock, from The Five Dysfunctions of a Team to Creativity Inc., here are the 50 most important titles on organizational and personal success. 50 Business Classics presents the key ideas from classic texts such as My Years with General Motors and Michael Gerber s The E-Myth Revisited to contemporary business ideas such as the rise of the tech giants like Google, Apple and Amazon. It contains revealing biographies of luminaries like Steve Jobs and Katherine Graham as well as lesser-known stories including creation of publishing giant Penguin and Chinese behemoth Alibaba. Here you II find the texts and ideas that matter in:* Entrepreneurship* Leadership* Management* Strategy* Business history* Personal development* Technology and innovation Summarising the smartest thinking for today s professional success this book will provide inspiration and insights for entrepreneurs, executives and students of business and management alike.



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