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The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success Carmine

Gallo,2010-09-20 A THINK DIFFERENT APPROACH TO INNOVATION Based on the Seven Guiding Principles of Apple CEO Steve Jobs In his acclaimed bestseller The Presentation Secrets of Steve Jobs author Carmine Gallo laid out a simple step by step program of powerful tools and proven techniques inspired by Steve Jobs s legendary presentations Now he shares the Apple CEO s most famous most original and most effective strategies for sparking true creativity and real innovation in any workplace THE INNOVATION SECRETS OF STEVE JOBS Steve Jobs has reinvented music distribution the mobile telephone and book publishing You might want to take a look at how someone creates multi billion dollar ideas and turns them into multi billion dollar products that everyone loves and admires This book is not an option Buy it now bank it tomorrow Jeffrey Gitomer author of The Little Red Book of Selling In The Innovation Secrets of Steve Jobs Carmine Gallo captures the true mindset of Jobs and Apple This book is not just for the techie and marketing crowd although they will gain valuable insight that can be applied to their worlds It is also for anyone who loves technology and wants to understand how to create simple devices that are easy to use and can impact our lives Tim Bajarin president Creative Strategies Inc An inspiring roadmap for anyone who wants to live a life of passion and purpose Tony Hsieh author of Delivering Happiness and CEO of Zappos com Inc Apple changed the world with the Mac and hasn t stopped innovating since Carmine Gallo reveals the secrets and gives you the tools to unleash your inner Steve Marc Benioff chairman and CEO of salesforce com and author of the national bestseller Behind the Cloud Learn how to RETHINK your business REINVENT your products and REVITALIZE your vision of success the Steve Jobs way When it comes to innovation Apple CEO Steve Jobs is legendary His company slogan Think Different is more than a marketing tool It s a way of life a powerful positive game changing approach to innovation that anyone can apply to any field of endeavor These are the Seven Principles of Innovation inspired by the master himself Do

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Tim Cook and his team face as they try to sustain Jobs's vision and keep the company moving forward. Steve Jobs's death raised one of the most pressing questions in the tech and business worlds: Could Apple stay great without its iconic leader? Many inside the company were eager to prove that Apple could be just as innovative as it had been under Jobs. Others were painfully aware of the immense challenge ahead. As its business has become more complex and global, Apple has come under intense scrutiny much of it critical. Maintaining market leadership has become crucial as it tries to conquer new frontiers and satisfy the public's insatiable appetite for insanely great products. Based on over two hundred interviews with current and former executives, business partners, Apple watchers, and others, *Haunted Empire* is an illuminating portrait of Apple today that offers clues to its future. With nuanced insights and colorful details that only a seasoned journalist could glean, Kane goes beyond the myths and headlines. She explores Tim Cook's leadership and its impact on Jobs's loyal lieutenants, new product development, and Apple's relationships with Wall Street, the government, tech rivals, suppliers, the media, and consumers. Hard hitting yet fair, *Haunted Empire* reveals the perils and opportunities an iconic company faces when it loses its visionary leader.

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