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El camino de Steve Jobs (Spanish Edition)

Jay Elliot

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Liderazgo para las nuevas generaciones. Jay Elliot, ex vicepresidente de Apple Computer y colega cercano de Steve Jobs, nos descubre el camino que ha marcado la apasionante carrera del cofundador de Apple. Desde su paticipación en los productos que cambiaron las reglas del juego en las comunicaciones, Apple II y Macintosh, su terrible caída del pedestal y su regreso triunfal a la cima de Apple, hasta su relación con Pixar y el desarrollo del iPod, del iPhone y del iPad. El camino de Steve Jobs presenta las experiencias, los logros y los retos del hombre que transformó el mundo de las comunicaciones, y ofrece al lector la oportunidad de aplicar esta gran experiencia en su vida personal y profesional. Complementado con entrevistas exclusivas a las figuras más prominentes de la historia de Apple Computer, este libro brinda una imagen íntima e inédita del Steve Jobs que jamás será en los medios ni sobre un escenario. El libro explora los principios empresariales del genio detrás de Apple, sus acciones en el diseño de producto y el desarrollo de marcas, los enfrentamientos en las salas de juntas y su mundo fuera de Silicon Valley. Los lectores conocerán al verdadero Steve jobs, al niño prodigio que cambió para siempre la forma en que trabajamos, jugamos, consumimos y nos comunicamos. Todo a través de la mirada de alguien que trabajó a su lado durante muchos años. Escrito en colaboración con William L. Simon, El camino de Steve jobs es el libro que milliones de lectores esperaban para seguir el ejemplo de este visionario de las comunicaciones. **ENGLISH DESCRIPTION** Jay Elliot worked with Steve Jobs as Senior VP of Apple. Here her gives the reader the opportunity of seeing Steve as only his closest associates have ever seen him and brings us his deep insider perspective of Steve's singular iLeadership style—which encompasses four major principles: product, talent, organization, and marketing. Jay shares the lessons that come out of Steve's intuitive approach to show how the creative and technological brilliance of iLeadership can be utilized to drive breakthroughs in any organization, irrespective of size.

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