

# Baixar Livros Gratuitos Aventuras Empresariais (PDF|ePub|Mobi|Mp3|Txt) John Brooks Amor



**Baixar livros gratuitos Aventuras empresariais (PDF|ePub|Mobi|Mp3|Txt) John Brooks amor**, Em artigo para o Wall Street Journal, Bill Gates diz que mais de duas décadas depois de Warren ter lhe indicado o livro, ele permanece como o melhor livro de negócios que leu na vida. Em um dos cases, John Brooks usa a política de preço fixo da General Electric para detalhar a falta de comunicação nos diversos níveis hierárquicos. Outra história emblemática é a da Xerox, que deveria ser estudada por todos que trabalham na indústria da tecnologia. Eles ignoraram a área de pesquisa que desenvolveu o início da rede Ethernet e a primeira interface gráfica - que hoje conhecemos como Windows ou OS X -, pois acharam que esses produtos estavam fora do core business da empresa. Há também o rombo de US\$350 milhões que atingiu a Ford Motor Company, ao desenvolver o Edsel, modelo de carro de passeio que foi um fracasso monumental, por não avaliarem corretamente o nome e o design, entre outras falhas de caráter intuitivo que desconsideraram as pesquisas de opinião.

Os temas incluem inovação, estratégia, dinâmica de mercados, ética, câmbio. São 12 histórias atemporais que não

se limitam a um país nem a uma área de negócios.

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