



Como O Google Funciona (Em Portugues do Brasil)

Eric Schmidt/Jonathan Rosenberg

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Os bastidores da start-up que se transformou em uma das maiores empresas do mundo. Em Como o Google funciona, Eric Schmidt e Jonathan Rosenberg reúnem as valiosas lições que fizeram da empresa uma gigante global conhecida pela missão de inovar incessantemente. Eles descrevem como o avanço da tecnologia transferiu o poder das corporações para os consumidores e reforçam que, para sobreviver, é essencial concentrar esforços na qualidade dos produtos e investir em uma nova categoria de profissionais: os criativos inteligentes, que unem conhecimento técnico, tino comercial e uma criatividade sem limites.

Eric e Jonathan relatam casos curiosos e exemplos da história e do dia a dia do Google e abordam temas como estratégia, cultura corporativa, tomada de decisões, contratação de funcionários e capacidade de adaptação e inovação. Em um tempo de mudanças drásticas e cada vez mais rápidas nos negócios, é fundamental para gestores e empreendedores saber abraçar o espírito de inovação e atrair e manter a maior quantidade possível de talentos. COMO O GOOGLE FUNCIONA mostra o caminho.



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