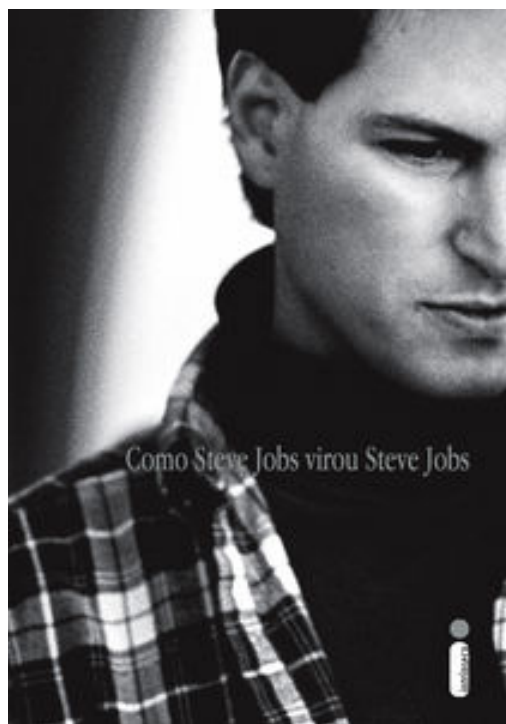


Ler Livro Online Como Steve Jobs Virou Steve Jobs Brent Schlender & Rick Tetzeli



Faça o download ou leia online Como Steve Jobs virou Steve Jobs Brent Schlender & Rick Tetzeli , De jovem arrogante e sem limites a um dos líderes mais eficientes e emblemáticos de nosso tempo. Como Steve Jobs virou Steve Jobs lança luz sobre uma das maiores realizações do cofundador e CEO da Apple: reinventar-se como o gestor que não só salvaria a Apple do fracasso, mas a elevaria a patamares jamais pensados.

A partir de entrevistas com amigos, familiares, parceiros e concorrentes de Jobs, os jornalistas Brent Schlender e Rick Tetzeli apresentam um retrato íntimo e detalhado jamais publicado sobre o empresário. Desde a fundação da Apple, passando pelos anos em que Jobs criou e presidiu a NeXT e comprou a Pixar, até o retorno à empresa que o consagrou, o que se vê é uma jornada de sucesso e lampejos de genialidade, mas também de fracassos homéricos e inúmeros golpes de sorte. O êxito assombroso de Jobs em criar os produtos certos — iMac, iPod, iPhone e iPad — teve como aliado em seus últimos anos de vida o foco no aprimoramento

da empresa. E é esse estilo de gerenciamento maduro, combinado à inerente paixão irrefreável de Jobs, que, segundo os autores, deu origem a uma empresa única, cuja identidade até hoje se confunde com a de seu criador.

Uma obra inteligente e bem embasada que investiga a evolução de Jobs não só como empreendedor, mas como figura humana, mostrando que a imagem do jovem impetuoso, metade genial, metade detestável, que acabou se tornando o senso comum sobre Jobs, é apenas parte de sua marcante biografia.

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