



What Would Steve Jobs Do? How the Steve Jobs Way Can Inspire Anyone to Think Differently and Win

By Peter Sander

McGraw-Hill. Hardcover. Condition: New. 240 pages. Dimensions: 8.4in. x 5.5in. x 1.0in. Lead and Succeed Like the Worlds Greatest Business Innovator There's no accounting for Steve Jobs's mind. He just didn't think the way the rest of the world does. Regarded by many as the most innovative and influential business leader of our time, Jobs was a visionary beyond compare. He was why Apple is Apple and everyone else is everyone else. We can't transform ourselves into Steve Jobs. How he put his ideas into action, however, was systematic, efficient, focused, and smart. And this you can do. What Would Steve Jobs Do presents the six-part business model Jobs applied to make Apple the most valuable publicly traded manufacturing corporation in the world and the global model for business excellence. While the results of this model can be profound, each step is something you can easily focus on with clarity and purpose: Customer Understand your customers so well that you know what they want more than they do. Vision Don't stop thinking at new product; synthesize your ideas, products, and technologies around a specific game-changing customer issue. Culture Create an environment filled with people who consider can't a bad word. Product Approach your product as...



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