

## Inside Apple The Secrets Behind The Past And Future Success Of Steve Jobss Iconic Brand

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~~Inside Apple: The Secrets Behind the Past and Future Success of Steve Jobs's Iconic Brand Hardcover - 25 Jan. 2012 by Adam Lashinsky (Author)~~

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~~In INSIDE APPLE, Adam Lashinsky provides readers with an insight on leadership and innovation. He introduces Apple business concepts like the 'DRI' (Apple's practice of assigning a Directly Responsible Individual to every task) and the Top 100 (an annual event where that year's top 100 up-and-coming executives were surreptitiously transported to a secret retreat with company founder Steve Jobs).~~

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Inside Apple The Secrets Behind The Past And Future ...

As large as the company is, the author of 'Inside Apple', Adam Lashinsky, explains that it's been a single P&L company; not divided into divisions or consumed with committees. In Apple "only one executive 'owned' the P&L, and that was the chief financial officer."

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Amazon.com: Inside Apple: The Secrets Behind the Past and ...

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INSIDE APPLE reveals the secret systems, tactics and leadership strategies that allowed Steve Jobs and his company to churn out hit after hit and inspire a cult-like following for its products. If Apple is Silicon Valley's answer to Willy Wonka's Chocolate Factory, then author Adam Lashinsky provides readers with a golden ticket to step inside.

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Inside Apple: How America's Most Admired--And Secretive ...

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