



Steve Jobs - iLeadership: Mit Charisma und Coolness an die Spitze (German Edition)

Jay Elliot, William L. Simon

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Er ist das Erfolgsgeheimnis von Apple: Steve Jobs

Er ist innovativ, charismatisch, eigensinnig ... aber was genau verbirgt sich hinter dem Erfolg von Steve Jobs? Jay Elliot wurde vor über 30 Jahren von Jobs persönlich als dessen rechte Hand eingestellt und war später stellvertretender Vorstandsvorsitzender. Jetzt beschreibt er die Führungsprinzipien des Apple-Chefs aus nächster Nähe.

Ein Apfel erobert die Welt: Viele fragen sich, wie Steve Jobs es schafft, Apple seit vielen Jahren so erfolgreich zu leiten. Mit Jay Elliot verrät nun der Erste, der direkt mit Jobs zusammengearbeitet hat, wie Jobs mit Courage seine Ideen umsetzt, mit Charisma jeden Auftritt meistert und mit Coolness einen Erfolg nach dem anderen einführt. Aber er zeigt auch einen Steve Jobs, der aus Misserfolgen lernte und sich weiterentwickelte. Jay Elliot und William L. Simon verdeutlichen, mit welchen Führungsprinzipien Steve Jobs die digitale Welt veränderte und zu einem der erfolgreichsten Unternehmer der Gegenwart wurde. So nah waren wir noch nie an Steve Jobs dran!

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