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Descargar libro en línea PDF epub mobi Español Steve Jobs. Lecciones de liderazgo (Colección Endebate) Walter Isaacson , Las claves de liderazgo de Steve Jobs.

El nombre de Steve Jobs es sinónimo de innovación, liderazgo y éxito. Su personalidad arrolladora, su intuición para los negocios y su carisma hicieron de él un gurú de la tecnología, que logró convertir a su empresa, Apple, en la compañía de innovación tecnológica más importante del mundo.

Steve Jobs lideró desde la dirección de Apple la revolución de la industria musical y de telefonía. Consiguió una simbiosis poco habitual al crear productos de culto que se han convertido en productos de masas. Millones de personas de todo el mundo han seguido sus presentaciones a través de internet, y han hecho colas durante horas sura de sus tiendas para ser los primeros en comprar el último dispositivo de Apple. Su experiencia es, y seguirá siendo dentro de cien años, un caso de estudio en las mejores escuelas de negocios.

«Las personas que están lo suficientemente locas como para pensar que pueden cambiar el mundo son las que lo cambian.»

Anuncio *Piensa diferente* de Apple (1997)

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