



Encontrar al nuevo Steve Jobs (Gestión del conocimiento) (Spanish Edition)

Nolan Bushnell

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Libro escrito por el primer y único jefe de Steve Jobs • El autor es un ícono emprendedor y empresarial en sí mismo • Fundador de Atari y decenas de otras empresas Muchos libros hablan de Steve Jobs pero solo el autor de este libro puede hablar de él desde la perspectiva de haber sido su jefe. Nolan Bushnell fundó y dirigió Atari, la compañía ícono de videojuegos de los años 70 y 80. Famosa por su creatividad y por su original manera de gestionar el talento creativo. Con mucha sinceridad y humor el autor comparte las dificultades de lidiar con empleados brillantes y creativos como Steve Jobs, y brinda múltiples consejos acerca de cómo atraerlos y luego poder gestionarlos. Este es uno de los pocos libros que puede dar consejos probados para que las empresas emprendedoras puedan atraer talento creativo y sepan cómo gestionarlo.

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