



Como o Google funciona (Portuguese Edition)

Eric Schmidt, Jonathan Rosenberg

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Em *Como o Google funciona*, Eric Schmidt e Jonathan Rosenberg reúnem as valiosas lições que fizeram da empresa uma gigante global conhecida pela missão de inovar incessantemente. Eles descrevem como o avanço da tecnologia transferiu o poder das corporações para os consumidores e reforçam que, para sobreviver, é essencial concentrar esforços na qualidade dos produtos e investir em uma nova categoria de profissionais: os criativos inteligentes, que unem conhecimento técnico, tino comercial e uma criatividade sem limites.

Eric e Jonathan relatam casos curiosos e exemplos da história e do dia a dia do Google e abordam temas como estratégia, cultura corporativa, tomada de decisões, contratação de funcionários e capacidade de adaptação e inovação. Em um tempo de mudanças drásticas e cada vez mais rápidas nos negócios, é fundamental para gestores e empreendedores saber abraçar o espírito de inovação e atrair e manter a maior quantidade possível de talentos. *Como o Google funciona* mostra o caminho.

“Todos que gerenciam equipes da área de tecnologia devem ler este livro.” **The Wall Street Journal**

“Desligue o celular, tranque a porta e se prepare para um livro instrutivo e divertido sobre o Google, a empresa sobre a qual todo mundo quer saber.” **Publishers Weekly**

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