

Leggere The Four. I Padroni EBook Gratuito PDF/EPUB/mobi - Scott Galloway



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leggere The Four. I padroni EBook gratuito PDF/EPUB/mobi Scott Galloway , Amazon, Apple, Facebook e Google sono le quattro aziende più influenti del mondo. Quasi tutti pensano di sapere come lo sono diventate. Quasi tutti si sbagliano. Sulle Quattro è stato scritto moltissimo in questi vent'anni, ma nessuno ha indagato più a fondo di Scott Galloway le ragioni del loro potere e del loro successo. Aniché prendere per buoni i miti che le Quattro si sforzano di tramandare sul proprio conto, l'autore scava più a fondo e si pone alcune domande fondamentali. Come hanno fatto queste aziende a insinuarsi nella nostra vita in modo così capillare, rendendo praticamente impossibile evitarle (o boicottarle)? Perché il mercato azionario le ha perdonate per errori che avrebbero decretato il fallimento di qualsiasi altra impresa? E mentre aspettiamo di scoprire chi tra loro diventerà la prima azienda da mille miliardi di dollari della storia, si profila all'orizzonte qualcuno che sia in grado di competere con loro? Con lo stesso stile irriverente che ha fatto di lui uno dei docenti di business più stimati al mondo, Galloway ricostruisce le strategie impiegate dalle Quattro - in modo più

veloce e più mirato di chiunque altro - per sfruttare gli istinti e le emozioni primordiali che orientano l'azione umana. E vi svela come applicare i principi del loro successo al vostro business o alla vostra carriera. Sia che vogliate competere o fare affari con loro, oppure semplicemente vivere nel mondo che dominano, dovete prima capire come funzionano le Quattro.

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