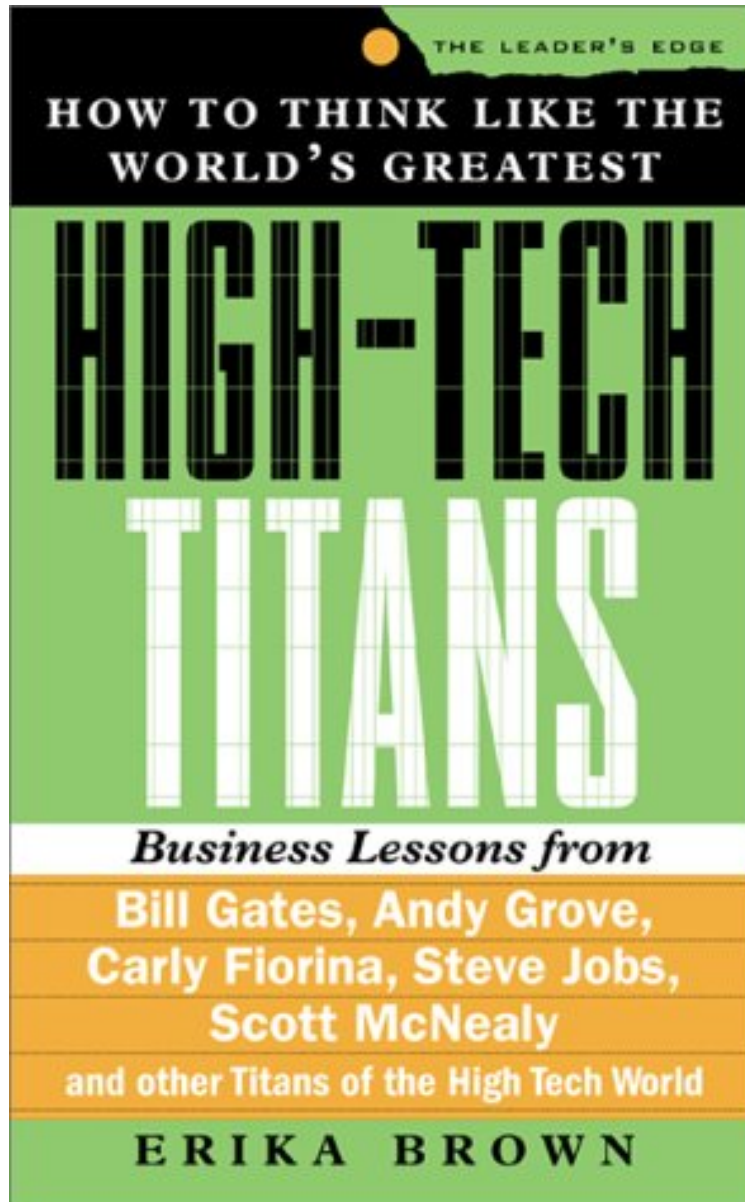


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How to Think Like the World's Greatest High-Tech Titans (Leader's Edge)

Erika Brown

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Erika Brown : How to Think Like the World's Greatest High-Tech Titans (Leader's Edge) before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Think Like the World's Greatest High-Tech Titans (Leader's Edge):

1 of 1 people found the following review helpful. Highly Recommended! By Rolf Dobelli Erika Brown profiles 16

computer and Internet industry leaders in this informative and entertaining book. A senior reporter for Forbes, Brown brings a journalist's insight to each profile and seeks to extract the ideas and strategies that made each of these over-achievers successful. She packs plenty of information into chunks that seem a bit short for a book, but are at least longer than today's standard magazine profiles. Perhaps the most interesting aspect of her profiles is the way many of them reveal the dynamics between two powerful leaders at companies like Microsoft and Intel. We [...] recommend this book as a brief introduction to the men and women whom history will record as the titans of turn-of-the-century technology. 1 of 1 people found the following review helpful. How to Think Like the World's Greatest High Tech Titans By A Customer My husband and I own a small business and I am always trying to find out how the big, successful guys do it. This book has given us inspiration and practical ideas how to improve our approach to improving our bottom line. The chapter entitled "Don't Be Afraid to Be an Agent of Change" would be helpful to families and even to politicians. People who run failing school systems could definitely learn something from reading this book; maybe they would not be so afraid of school vouchers!

Inviting readers on an unprecedented journey into the minds of twenty-four of the most creative, trailblazing minds of this or any era, journalist Erika Brown demonstrates how the world of high technology has taken a commanding lead in revolutionizing the way companies think about management, business strategies, markets, and customers. This debut volume in The Leadership's Edge Series delivers the inside scoop on exactly how titans like Bill Gates, William Hewlett, and Steve Jobs discovered and mastered new markets in record time, how they managed growth and setbacks, how they exploited competitors' flaws, and much more. Best of all, Brown provides practical instructions on how readers can incorporate these strategies in their own business situations.

From the Back Cover [Flap Copy] How to Think Like the World's Greatest High-Tech Titans/ Erika Brown The world of high technology is recognized not only for the products that have changed the way we live, but also for the revolutionary business strategies that have changed the way companies think about management, markets, and customers. More and more, global businesses are looking to the players of the high-tech game for inspiration and leadership. What if you had a direct link to the minds of the masters in this field? What if these leaders could tell you how they conceived of their cutting-edge strategies that ultimately changed the world? Imagine how you could revolutionize your business . . . make it more robust, more customer-driven . . . and ensure its longevity. How to Think Like the World's Greatest High-Tech Titans offers words of wisdom from the best of the best in the industry. Written by Erika Brown, a reporter for Forbes who has the inside scoop on the world's top technology executives, this book gives you unprecedented access behind the scenes of the making of the world's top companies by examining the methods of their legendary leaders. From Bill Gates of Microsoft to Davie Wetherell of CMGI, from Russell Horowitz of Go2Net to Paul Allen and Bill Savoy of Vulcan Northwest, you'll tap into the thought processes of these industry gurus. You'll see how they discovered and mastered new markets in record time; how they earned their places in history; and most important, how you can apply their breakthrough strategies to your own situation--regardless of your type of business. It's all here under one cover--every risk taken, every hunch proven, every technique substantiated--as the high-tech titans reveal exactly how they made their dreams reality. Just some of the valuable lessons you'll learn: Find flaws in your competitors and use them to your advantage--and you'll become more resourceful, innovative, and successful. That's how Scott McNealy built Sun Microsystems. Discard and conquer old ways of thinking and build a new business transaction model--just as Jay Walker did for Priceline.com. Ensure that your customers are devoted customers--Steve Jobs tells you how he converted millions into loyal Apple followers (he gave them something to believe in). Featuring anecdotes, quotes, and checklists to help you discover how you can apply groundbreaking high-tech strategies to your own business--no matter what industry--How to Think Like the World's Greatest High-Tech Titans is a must-read for any manager, executive, or business owner who wants to follow in their footsteps. [Back Cover Copy] Get inside the creative minds of the high-tech gurus of our time--and apply their cutting-edge strategies to your business! How to Think Like the World's Greatest High-Tech Titans/ Erika Brown Gates. Jobs. McNealy. Their names, their ideas, and their phenomenal success stories are legendary. Now you can get the inside scoop on how they and other high-tech leaders revolutionized business and made their fortunes--and how you can do the same for your company, regardless of the industry. Written by top-notch industry reporter Erika Brown, How to Think Like the World's Greatest High-Tech Titans explores the winning business strategies of some of the most well-known businesspeople and companies today, sharing the thoughts behind the genius maneuvers that made these masterminds household names. Davie Filo and Jerry Yang of Yahoo! reveal how to make it easy for your customers to choose your product over all others (give them something they'll ask for by name). New in town? Carley Fiorina of Hewlett-Packard insists you must establish yourself as a leader--and to do so, you must become an agent of change. Foretell the problems of your customers in times of confusion and change--and provide healing solutions. John Chambers of Cisco Systems shows you how. Meg Whitman of eBay unveils the

wisdom behind answering to your customers as you would answer to your shareholders.