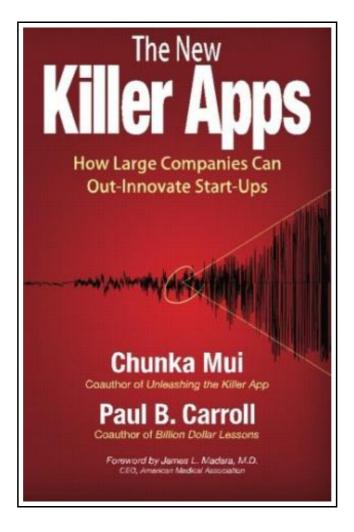
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THE NEW KILLER APPS: HOW LARGE COMPANIES CAN OUT-INNOVATE START-UPS (PAPERBACK)



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Devils Advocate Group, United States, 2013. Paperback. Book Condition: New. 213 x 142 mm. Language: English . Brand New Book ***** Print on Demand *****. An erudite anthem for large companies reshaping themselves to innovate and compete with agile startups. -- Kirkus Reviews A Kirkus Indie Books of the Month Selection and recipient of a Kirkus Star for Exceptional Merit An important book for the boards and managements of every company dealing with the avalanche of technological change. -- Jack Greenberg, Chairman of Western Union and former CEO of McDonald s This book s eight innovation rules represent the difference between big companies leveraging their assets or getting their assets whooped. -- Guy Kawasaki, Former chief evangelist of Apple and author of APE: Author, Publisher, Entrepreneur This is the best business book I ve read in very many years. It absolutely nails how to and how not to innovate. -- Sam Hill, Author of Radical Marketing and former chief marketing officer at Booz Allen Great work! The more I read, the more I couldn t put it down. -- Philip Fasano, Executive vice president, Kaiser Permanente and Author of Transforming Health Care Overview The New Killer Apps reverses the conventional wisdom that start-ups are destined to out-innovate big, established businesses. Through crisp analysis and compelling case studies, Mui and Carroll show that this just isn t true. Or, at least, it need not be. Yes, small and agile beats big and slow, but big and agile beats anyone. This book offers a roadmap for how large companies can Think Big, Start Small and Learn Fast. In doing so, they can get out of their own way, take advantage of their natural assets, and vanquish both traditional competitors and upstarts by nurturing and unleashing their own killer apps. There s certainly...

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