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Inside Apple The Secrets Behind

Inside Apple: The Secrets Behind the Past and Future Success of Steve Jobs's Iconic Brand Hardcover – 25 Jan. 2012 by Adam Lashinsky (Author)

Inside Apple: The Secrets Behind the Past and Future ...

In INSIDE APPLE, Adam Lashinsky provides readers with an insight on leadership and innovation. He introduces Apple business concepts like the 'DRI' (Apple's practice of assigning a Directly Responsible Individual to every task) and the Top 100 (an annual event where that year's top 100 up-and-coming executives were surreptitiously transported to a secret retreat with company founder Steve Jobs).

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Inside Apple The Secrets Behind The Past And Future ...

As large as the company is, the author of 'Inside Apple', Adam Lashinsky, explains that it's been a single P&L company; not divided into divisions or consumed with committees. In Apple "only one executive 'owned' the P&L, and that was the chief financial officer."

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