



A Joosr Guide to... How Google Works by Eric Schmidt & Jonathan Rosenberg

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What does it take for a startup business to grow into a highly successful billion dollar corporation? What kind of people work there? Discover how Google identified the kind of employee necessary to drive innovation and success, and adapted their business plan to make these new employees as effective as possible.

How Google Works offers an exclusive look into what makes Google tick, and how it has become one of the world's most attractive employers. Google recognized early on that in today's ever-changing landscape the successful companies will be those who are constantly innovating to create superior products, and that the only way to do that is to have the right kind of employee: the Smart Creative. To attract this rare and illusive employee you'll need to relearn everything you think you know about management. How Google Works offers essential insights to help managers do just that.

You will learn:

- How to define a positive company culture that will attract the right people
- What kind of employees you need and how to distinguish them from the rest

· Why open communication is the only way to keep the right employees at your organization.

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