

<<商业领袖及其成功故事>>

图书基本信息

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### 内容概要

透过商界每一次突破性的成功，你会发现每一位成功者的故事中都包含着坚持不懈的努力。

本书55个商业领袖的成功故事告诉你在商界取得成功的真正原因，他们中有：脱口秀女王奥普拉·温芙瑞从不满足现状，成为传媒界精英；Gap公司首席执行官米基·德雷克斯勒无视自恃才高的专家，却采纳12岁孩子的建议，最终建立了每年拥有9亿赢利的零售产业；沃尔特·迪斯尼抛开金钱，专注于每一件事。

开创娱乐事业新天地。

当鞋业公司彻底否定了比尔·鲍尔曼那革命性的运动鞋设计，是什么使这位耐克公司的创始人之一坚持不懈，一如既往？

eBay公司的创始人彼埃尔-奥米迪亚如何想他人不曾想？

本书不仅为你解答了这些问题，还揭示了这55位革新者如何在竞争激烈的商海中乘风破浪，达到成功的顶峰。

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