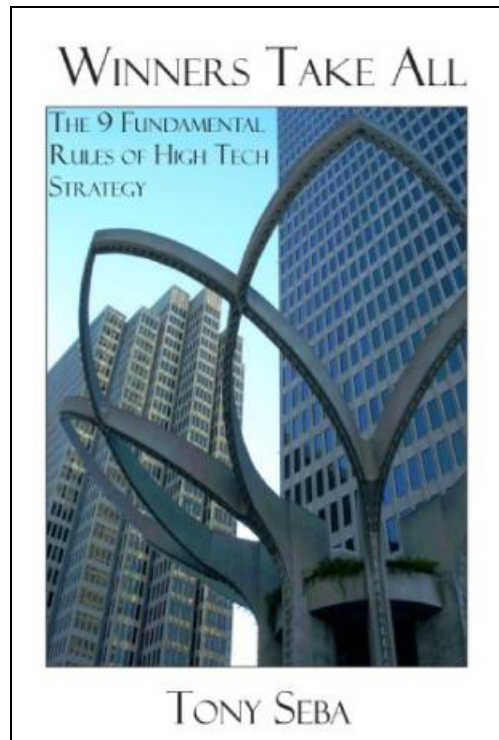


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Lulu.com, United Kingdom, 2006. Paperback. Book Condition: New. 229 x 147 mm. Language: English . Brand New Book ***** Print on Demand *****. Winners Take All is about building a product and a company into a winner. Written by Tony Seba, a high tech entrepreneur and Stanford University lecturer, this book is an easy-to-read guide to the strategies, tools, templates, and step-by-step implementation frameworks that recent Silicon Valley winners have used to achieve market leadership. Seba, who teaches entrepreneurship and strategic marketing looked at recent winners like Google, Symantec, Netflix, Apple, Craigslist, Salesforce, and compared them to the competition (Yahoo, McAfee, Sony) in order to learn what differentiated these companies He found 9 really simple rules that winning companies can follow. To test the 9 Rules s predictive power, the author published two portfolios. 18 months later the results were compelling: 80 of the 9 Rules companies beat the market and the portfolio had a 57 return (details: Winners Take All is refreshingly free of buzzwords and consultant-speak.

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