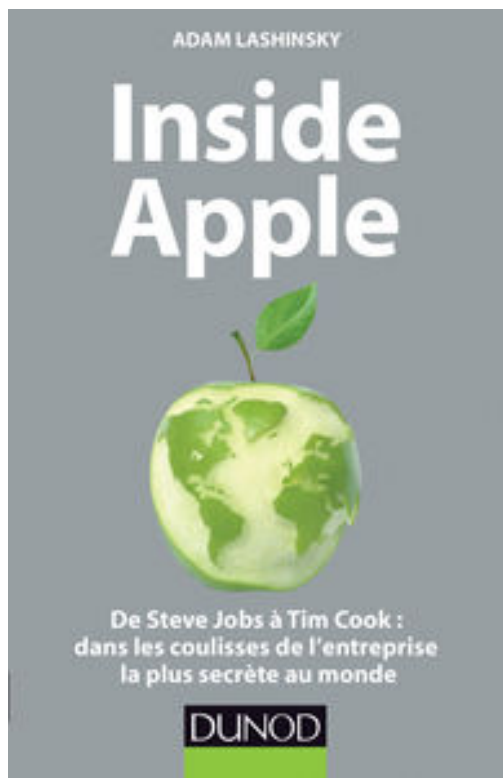


Read Inside Apple Le Livre En Ligne PDF EPUB Mobi- Adam Lashinsky



Read Inside Apple Adam Lashinsky le livre en ligne PDF EPUB mobi, Journaliste spécialisé dans les nouvelles technologies, Adam Lashinsky a enquêté pendant de long mois sur Apple et raconte dans cet ouvrage très documenté quelques-uns des secrets les mieux gardés de la firme à la pomme en matière d'innovation, de marketing, de communication, de management et de lobbying. Il revient sur l'histoire de la compagnie et s'attarde sur la personnalité de Steve Jobs et la façon dont celui-ci a façonné l'entreprise. Il offre également de nombreux éclairages sur les pièges qui attendent Apple depuis la disparition de son charismatique fondateur. **Nouveau format, nouveau prix et édition actualisée : quel avenir pour Apple ? Records de cotation boursière et lancements de nouveaux produits ne suffisent pas tout à fait à rassurer les fans de la marque, inquiétés par quelques « couacs » (application ratée, nouvel iPhone perfectible...).** L'auteur fait le point sur ces derniers développements et sur les premiers mois de gouvernance de Tim Cook, le successeur de Steve Jobs. Il donne son avis sur l'avenir

de l'entreprise.

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