



The Silicon Valley Model: Management for Entrepreneurship (Management for Professionals)

Annika Steiber, Sverker Alänge

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This book presents a new management model that has evolved in Silicon Valley. The future will favor companies that can migrate to a management model, better suited for the times. The abilities to remain entrepreneurial and innovate constantly will be essential for all companies in an innovation economy. However, most firms still use industrial-age management models that are not suited to attracting and energizing entrepreneurial talent. This book imbibes latest results from a year-long study of Google's approaches to management, and finds similar principles being applied at companies including, Facebook, LinkedIn, Twitter, Tesla Motors, and Apigee. By distilling on the aspects that work across a variety of innovative firms, the authors present a synthesis that could have profound implications for managers everywhere.

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