

The Huawei Story - Tian Tao, Wu Chunbo

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Kontakt: Silvan Blue

Telefon: 0631747258



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The book by Tian Tao and Wu Chunbo is an extraordinary research effort, to analyze and describe a very complex reality and a very special entrepreneur. Huawei is a prominent company among the most successful and most internationalized in China. This book offers insights to Western readers, allowing them to truly understand Huawei, its management philosophy and culture, and the special leadership approaches of Ren Zhengfei. It is a very valuable work to understand entrepreneurship in our complex world SADRŽAJ : Foreword Simon Murray Foreword Admiral William (Bill) A. Owens Preface Acknowledgments Introduction—Business Management Philosophy: The Mysterious Driver of Huawei's Success 1. Common Sense and Truth: Customer Centricity 2. Soul of Business: Dedication Is the Key to Success 3. Openness: A Matter of Life and Death 4. Compromise: The Law of the Jungle 5. Grayness: Gathering a Hundred Thousand Intellectuals 6. Self-Criticism: A Sense of Fear Makes Greatness 7. Change: Revolution or Evolution 8. Strategy: Fight with Courage and Wisdom 9. Balance: Power, Flexibility, and Rule Epilogue

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Free Press d.o.o Šafarikova 15, 21000 Novi Sad, +381 21 48 04 555