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THE INNOVATION SECRETS OF STEVE JOBS: INSANELY DIFFERENT PRINCIPLES FOR BREAKTHROUGH SUCCESS



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McGraw-Hill Education - Europe, United States, 2016. Paperback. Book Condition: New. Student. 228 x 177 mm. Language: English . Brand New Book. Now in paperback-the Think Different approach to innovation based on the guiding principles and enduring legacy of Apple s legendary CEO Steve Jobs. Celebrating the life and legacy of one of the most influential innovators of all time, The Innovation Secrets of Steve Jobs has become a landmark in the field, as powerful and inspirational as the man himself. This essential guide shows you how to apply Steve Jobs s seven principles of innovation to any field, dream, or endeavor. For Jobs, Apple s slogan Think Different was more than a marketing tool. It was a way of life-a powerful, positive, game-changing approach to innovation that you can use to unlock your creative potential, turn your passions and ideas into revolutionary products, and captivate your customers by doing what you love. These innovation secrets, like Steve Jobs himself, will continue to inspire, challenge, and motivate us all for generations to come.



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