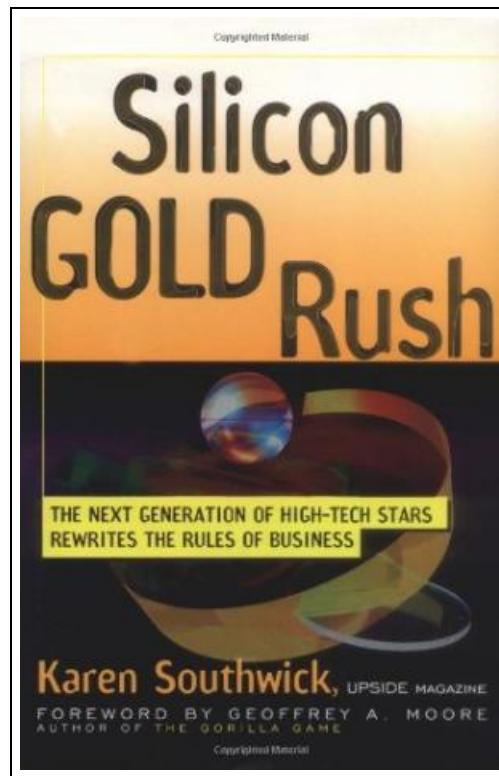


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John Wiley and Sons Ltd, United States, 1999. Hardback. Condition: New. New. Language: English . Brand New Book. A hotbed of activity for far-sighted thinkers and determined doers, the high technology industry has given rise to a pioneering group of entrepreneurs and executives which is not only behind today's most innovative technological advances, but at the forefront of a dynamic new movement in business. Armed with groundbreaking management philosophies and practices, the members of this visionary group are changing the way corporate structures are modeled and altering conventional conceptions of how companies should be run. Having helped their own organizations survive and thrive in a highly competitive, pressure-filled arena, they offer invaluable lessons for executives and managers in all industries. Now, in Silicon Gold Rush, their inspirational stories are told and their strategies for success revealed. Written by Karen Southwick, editor of Upside Magazine's book division, this enlightening behind-the-scenes account spans the gamut of emerging technology management styles, from proven successes such as Cisco Systems to new kids on the block like Crossworlds Software. Providing valuable insights into a myriad of key issues, from nurturing creativity and motivating employees to finding new markets and weathering tough times, Silicon Gold Rush examines the modus operandi of the technology world's emerging stars and heavyweights. The book reveals the maverick leadership techniques that are finding their way into mainstream corporate culture with far-reaching consequences. As Southwick points out: Everywhere you look today, you will see older companies and those in traditional industries adopting the organizational structures, business strategies, and operational methods of the Silicon Valley gang. [These] technology companies are changing more than the markets in which they operate, they are transforming the way America does business. Along with an overview of the high-tech environment, Silicon Gold Rush delivers in-depth coverage...



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