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Success of Steve Jobs's Iconic Brand Hardcover – 25 Jan. 2012 by Adam Lashinsky (Author)

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As large as the company is, the author of 'Inside Apple', Adam Lashinsky, explains that it's been a single P&L company; not divided into divisions or consumed with committees. In Apple "only one executive 'owned' the P&L, and that was the chief financial officer."

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Past and ... Of Steve Jobs's Iconic Brand

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INSIDE APPLE reveals the secret systems, tactics and leadership strategies that allowed Steve Jobs and his company to churn out hit after hit and inspire a cult-like following for its products. If Apple is Silicon Valley's answer to Willy Wonka's Chocolate Factory, then author Adam Lashinsky provides readers with a golden ticket to step inside.

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