

THE GOOGLE WAY: HOW ONE COMPANY IS REVOLUTIONIZING MANAGEMENT AS WE KNOW IT

Shortly after World War I, Ford and GM created the large modern corporation, with its financial and statistical controls, mass production, and assembly lines. In the 1980s, Toyota stood out for combining quality with continuous refinement. Today, Google is reinventing business yet again-the way we work, how organizations are controlled, and how employees are managed. Management consultant Bernard Girard has been analyzing Google since its founding...



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The Google Way: How One Company Is Revolutionizing Management as We Know It

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Peek Inside the Book

Here, economists will recognize the principle of price differentiation formulated by the engineer-economist Jules Dupuit in 1849: "To set a price for a service, don't base it on what it costs the provider, but instead set the price according to the importance of the service to the user." [10] Bernard Girard, The Google Way

Reader's Opinions

I gave up on this one halfway through, so this is only a half-review. One problem with the book is that its been 7 years since it was published, and much of "the Google Way" has changed...

Muy buen libro, muestra como se administra google (matematicamente), el gran nivel de exigencia de reclutamiento de personal. Terminando de leer queria mandar mi CV sabiendo la certificacion de trabajo...