



Summary: The Microsoft Way: Review and Analysis of Stross' Book

By BusinessNews Publishing



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The must-read summary of Randall E. Stross' book: "The Microsoft Way: The Real Story of How the Company Outsmarts Its Competition".

This complete summary of the ideas from Randall E. Stross' book "The Microsoft Way" shows that, for one reason or another, most people seem to assume Microsoft's success has been the result of predatory marketing. In his book, the author reveals that the success of Microsoft is actually the direct result of three factors: the company's ability to hire and retain intelligent employees, the application of bright ideas to developing new software products and an eagerness to use market feedback intelligently to improve successive product generations. This summary demonstrates how each of these factors is beneficial and how they all come together to form the successful, world-class company that is Microsoft.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "The Microsoft Way" and discover the secrets behind the success of this great company.

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