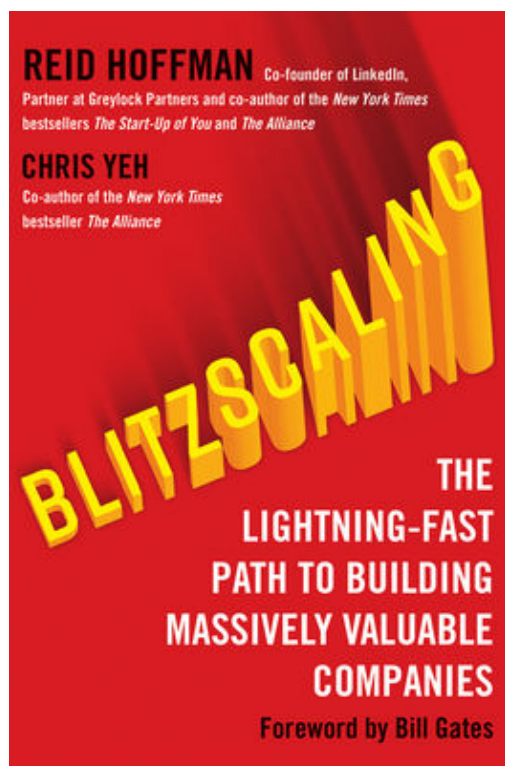


Descargar libros gratis **Blitzscaling** - Reid Hoffman & Chris Yeh QBook



Foreword by Bill Gates

From the authors of New York Times bestsellers, *The Alliance* and *The Start-up of You*, comes a smart and accessible must-have guide for budding entrepreneurs everywhere.

Silicon Valley is renowned for its striking number of businesses which have grown from garage start-ups into global giants; Apple, Cisco, Google, HP and Intel to name a few. But what is the secret to their outstanding success? Hoffman and Yeh explain that it's simple: they've learnt how to blitzscale.

Featuring case studies from numerous prominent tech businesses such as AirBnB and WeChat, this book offers a specific set of practices for catalysing and managing dizzying growth in burgeoning start-ups. Prioritising speed over efficiency in an environment of uncertainty, *Blitzscaling* illustrates how businesses can accelerate to the stage in a company's life cycle where the most value is generated. Using

the framework provided by Hoffman and Yeh, readers will learn how to design business models which simultaneously support growth at a furious pace and capture the market, as well as how to navigate the necessary shifts in strategy needed at each level of scale.

Reviews

"The case studies you're about to explore and the tools you're about to gain have never been more relevant. This is an ideal moment to be reading this book."

- Bill Gates

"The book the start-up world has been waiting for. I can't think of any other that so perfectly captures the specific challenges - and opportunities - that a company faces at every stage of growth. This book shares some of the key secrets for building mission-oriented, global businesses at speed."

- Brian Chesky, cofounder and CEO, AirBnb

"Blitzscaling shows how companies can build value for customers and shareholders in the digital age. A compelling inside view of how the new economy is being built and is transforming global business."

- Sheryl Sandberg, New York Times bestselling author of *Lean In* and *Option B*

"The secret of Silicon Valley is that it keeps updating the playbook. Each new success - from Google to Facebook to AirbnB and Uber - develops new techniques for world-transforming products. *Blitzscaling* paints the picture, with key case studies, of what it really takes to build a market-leading company. If you want to learn how to manage growth amid the controlled chaos that has become the new normal for startups and legacy businesses alike, read this book."

- Eric Schmidt, executive chairman and former CEO, Alphabet

“This is the best book I’ve ever read on how to grow a company rapidly - and when that’s even worth trying in the first place. With a rare combination of fresh insights, vivid cases, and actionable advice, it’s a must-read for entrepreneurs and executives.”

- Adam Grant, New York Times bestselling author of Originals, Give and Take, and Option B with Sheryl Sandberg

Title	:	Blitzscaling
Author	:	Reid Hoffman & Chris Yeh
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File Size	:	2.20MB

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