

Start-Up: Ce Que Nous Pouvons Encore Apprendre de La Silicon Valley (Paperback)



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Reviews

Undoubtedly, this is the greatest job by any author. It is actually filled with wisdom and knowledge I am quickly could get a pleasure of reading a written book.

(Kade Ankunding)

START-UP: CE QUE NOUS POUVONS ENCORE APPRENDRE DE LA SILICON VALLEY (PAPERBACK)

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Createspace, United States, 2007. Paperback. Condition: New. Language: French . Brand New Book ***** Print on Demand *****.Le monde des start-up serait-il mal compris? Phenomene economique de premiere importance depuis 50 ans, il semble pourtant faire face au scepticisme, voire a la mefiance en raison des exces que la bulle Internet a pu en produire. Pourtant des societes telles que Apple, Microsoft, Intel, Cisco, Yahoo, Google montrent bien que le phenomene ne se limite pas a de pures speculations. L objectif de cet ouvrage est de presenter un point de vue, celui d individus portes par la passion. Pour cette raison, il s adresse a un public allant bien au-dela des personnes interessees par l innovation ou l entrepreneuriat dans la haute technologie. Ce livre compte deux parties: il commence par une presentation des start-up de la Silicon Valley qui se conclut en decrivant l ecosysteme de cette region. La seconde partie est consacree a l Europe ou le phenomene des startup a relativement echoue, le message principal etant qu il est indispensable de mieux s inspirer de la Silicon Valley.



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