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Hardcover – 25 Jan.

2012 by Adam

Lashinsky (Author)

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In INSIDE APPLE,
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Introduces Apple business concepts like the 'DRI' (Apple's practice of assigning a Directly Responsible Individual to every task) and the Top 100 (an annual event where that year's top 100 up-and-coming executives were surreptitiously transported to a secret retreat with

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As large as the
company is, the
author of 'Inside
Apple', Adam

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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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In a lengthy feature
titled “ Inside

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magazine ’ s editor at

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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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