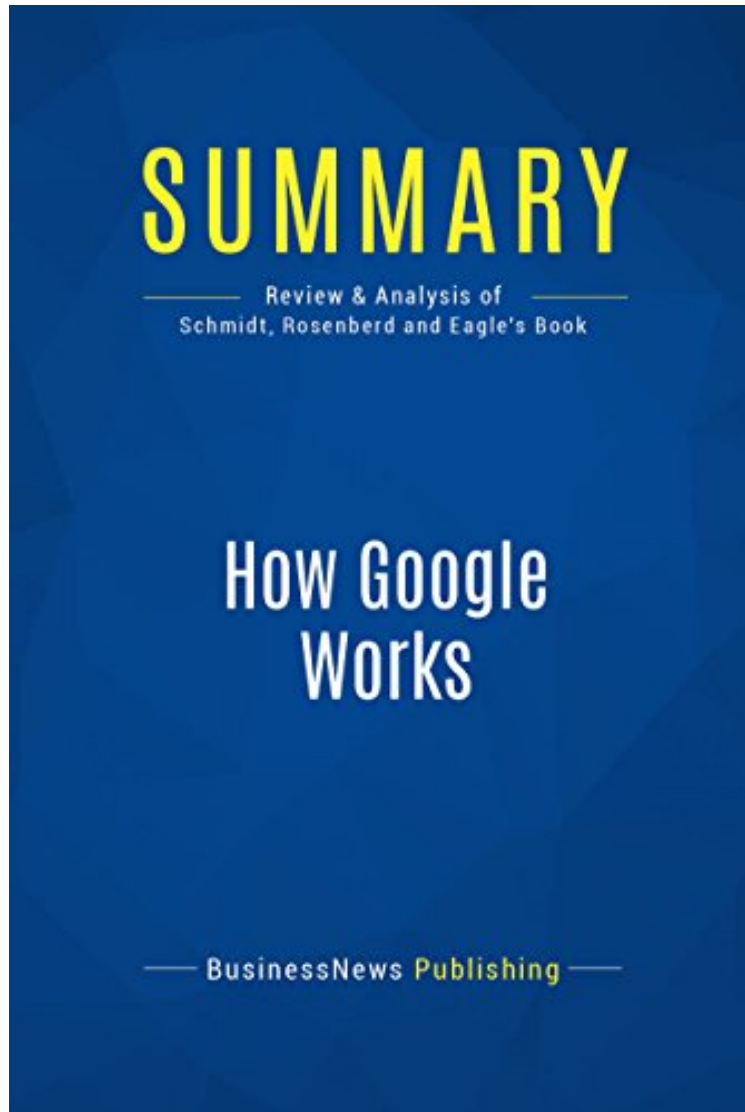


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Summary: How Google Works: Review and Analysis of Schmidt, Rosenberd and Eagle's Book:

The must-read summary of Eric Schmidt, Jonathan Rosenberg and Alan Eagle's book: "How Google Works: The

Rules for Success in the Internet Century". This complete summary of the ideas from Eric Schmidt, Jonathan Rosenberg and Alan Eagle's book "How Google Works" demonstrates how the power has shifted in companies due to the "Internet Century". Individuals known as "smart creatives" can now have a massive impact by knowing how to use modern tools to get fast results. Google has attracted these "smart creatives" to get ahead, providing them with the perfect creative environment. Attracting "smart creatives" depends on:

1. Culture
2. Strategy
3. Talent pool
4. Decisions
5. Communication
6. Innovation

Added-value of this summary:

- Save time
- Attract "smart creatives"
- Use modern tools to get fast results

To learn more, read "How Google Works" and find out how Google excels thanks to its individual "smart creatives"!