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Nota di contenuto	Foreword / by Simon Murry -- Foreword / by Admiral William (Bill) A. Owens -- Preface -- Acknowledgments -- Introduction: business management philosophy : the mysterious driver of Huawei's success -- Common sense and truth : customer centricity -- Soul of business : dedication is the key to success -- Openness: a matter of life and death -- Compromise : the law of the jungle -- Grayness : gathering a hundred-thousand intellectuals -- Self-criticism : a sense of fear makes greatness -- Change : revolution or evolution? -- Strategy : fight with courage and wisdom -- Balance : power, flexibility, and rule -- Epilogue -- About the authors.
Sommario/riassunto	Huawei is a prominent company among the most successful and most internationalized in China. This book offers insights to Western readers, allowing them to truly understand Huawei, its management philosophy and culture, and the special leadership approaches of Ren Zhengfei. 