

# Summary : How Google Works - Eric Schmidt and Jonathan Rosenberg With Alan Eagle: The Rules for Success in the Internet Century

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Summary : How Google Works - Eric Schmidt and Jonathan Rosenberg With Alan Eagle: The Rules for Success in the Internet Century BusinessNews Publishing Complete summary of Eric Schmidt, Jonathan Rosenberg and Alan Eagle's book: "How Google Works: The Rules for Success in the Internet Century"

This summary of ideas from Eric Schmidt, Jonathan Rosenberg and Alan Eagle's book "How Google Works: The Rules for Success in the Internet Century" 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

#### Reasons to read this summary:

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

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

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