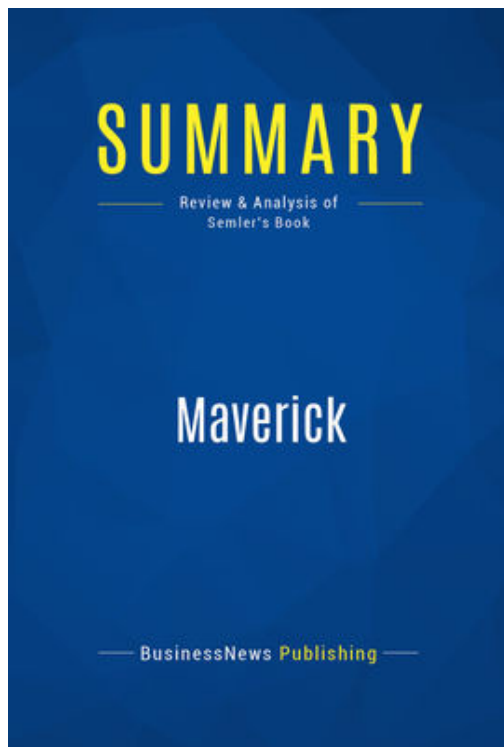


# Télécharger Livres Gratuit Summary: Maverick (PDF | ePub | Mobi) BusinessNews Publishing DataBase Book



**The must-read summary of Ricardo Semler's book "Maverick: The Success Story Behind the World's Most Unusual Workplace".**

This complete summary of the ideas from Ricardo Semler's book "Maverick" explores the reasons behind the amazing success of the company Semco. Founded in Brazil in 1952, its revenues had risen by 600% in 1993, despite the fact that Brazil was in recession. The various facets of Semco's philosophy, as analysed by Semler, are explained here: business aims, management of the workforce, encouragement of initiatives... This summary explains how two apparently conflicting goals, namely making money and improving the workers' lives, are actually entwined.

**Added-value of this summary:**

- Save time
- Understand the keys of entrepreneurship
- Expand your knowledge of personnel management

**To learn more, read "Maverick" by Ricardo Semler and discover how your company can follow the same road towards both human and economic success!**

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