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Bernard Girard

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Bernard Girard : The Google Way: How One Company Is Revolutionizing Management As We Know It before purchasing it in order to gage whether or not it would be worth my time, and all praised The Google Way: How One Company Is Revolutionizing Management As We Know It:

0 of 0 people found the following review helpful. The Ultimate Business Model?By Chris SteenIt is divided into an introduction, and three sections. The sections talk about current management, putting users first, and sustainability of the current model. Business history of rife with stories of companies that dominated their market niche, but weren't

able to sustain their positions. General Motors is the current example that comes to mind, but there are many. 0 of 0 people found the following review helpful. Not a sequel to The Toyota Way By LetGoAndLetLean Seemed at times a book report on Google. Nothing really groundbreaking. A little early in the game to declare them the model for the 21st century, especially because Google may be a single case that may not work for your company. It does give some good points, but spent too much time on their business model which is publicly available information. 0 of 0 people found the following review helpful. read it! By Jona Really helps you get a grasp on the Google model, and general way of thinking. Fun and light read, with ample examples. Highly recommended for anyone interested in Google, especially those (like me) who don't know much.

Shortly after World War I, Ford and GM created the large modern corporation, with its financial and statistical controls, mass production, and assembly lines. In the 1980s, Toyota stood out for combining quality with continuous refinement. Today, Google is reinventing business yet again; the way we work, how organizations are controlled, and how employees are managed. Management consultant Bernard Girard has been analyzing Google since its founding in 1998, and now in *The Google Way*, he explores Google's innovations in depth; many of which are far removed from the best practices taught at the top business schools. As you read, you'll see how much of Google's success is due to its focus on users and automation. You'll also learn how eCommerce has profoundly changed the relationship between businesses and their customers, for the first time giving customers an important role to play in a major corporation's growth. Finally, Girard speculates about the limits of Google's business model and discusses the challenges it will face as it continues to grow. Google's culture is one of innovation. Why not make that spirit of innovation your own?

"The Google Way is a well thought-out, well-executed book that combines knowledge of the business world with extensive research to describe the rise of a corporate giant...I highly recommend this book." --Blogcritics.org "Should you land an interview soon, here's a question you might hear that's not out of left field: 'What's the last book you read?' Take the time to make it *The Google Way*." About the Author Bernard Girard is the author of several books on management and has consulted for some of the world's best-known firms. He lectures globally on Google's management strategies and ways they can be applied to businesses of all kinds.