



## Silicon Gold Rush: The Next Generation of High-Tech Stars Rewrites the Rules of Business

By Karen Southwick

Wiley. Hardcover. Book Condition: New. This item is printed on demand. Hardcover. 256 pages. A hotbed of activity for far-sighted thinkers and determined doers, the high technology industry has given rise to a pioneering group of entrepreneurs and executives which is not only behind today's most innovative technological advances, but at the forefront of a dynamic new movement in business. Armed with groundbreaking management philosophies and practices, the members of this visionary group are changing the way corporate structures are modeled and altering conventional conceptions of how companies should be run. Having helped their own organizations survive and thrive in a highly competitive, pressure-filled arena, they offer invaluable lessons for executives and managers in all industries. Now, in *Silicon Gold Rush*, their inspirational stories are told and their strategies for success revealed. Written by Karen Southwick, editor of *Upside* Magazine's book division, this enlightening behind-the-scenes account spans the gamut of emerging technology management styles, from proven successes such as Cisco Systems to new kids on the block like Crossworlds Software. Providing valuable insights into a myriad of key issues, from nurturing creativity and motivating employees to finding new markets and weathering tough times, *Silicon Gold Rush* examines the modus operandi...



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