



Cómo trabaja Google

Eric Schmidt y Jonathan Rosenberg

con Alan Eagle; prólogo de Larry Page

AGUILAR

Como Trabaja Google

María Dolores, Pérez Ramírez



Como Trabaja Google:

Cómo trabaja Google / How Google Works Eric Schmidt, Jonathan Rosenberg, 2018-10-23 Los experimentados ejecutivos de Google Eric Schmidt y Jonathan Rosenberg proporcionan una guía interna de Google desde su historia empresarial y su estrategia corporativa disruptiva hasta el desarrollo de una nueva filosofía de gestión y la creación de una cultura corporativa donde prosperan la innovación y la creatividad El presidente ejecutivo y ex director ejecutivo de Google Eric Schmidt y el ex vicepresidente senior de productos Jonathan Rosenberg llegaron a Google hace más de una década como ejecutivos de tecnología comprobados En ese momento la compañía ya era conocida por hacer las cosas de manera diferente reflejando los principios visionarios y frecuentemente contrarios de los fundadores Larry Page y Sergey Brin Si Eric y Jonathan iban a tener éxito se daban cuenta de que tendrían que volver a aprender todo lo que creían saber sobre gestión y negocios Hoy Google es un icono global que regularmente empuja los límites de la innovación en una variedad de campos Cómo trabaja Google es una introducción entretenida que pasa las páginas y contiene lecciones que Eric y Jonathan aprendieron mientras ayudaban a construir la empresa Los autores explican cómo la tecnología ha cambiado el equilibrio de poder de las empresas a los consumidores y que la única forma de tener éxito en este panorama siempre cambiante es crear productos superiores y atraer una nueva generación de empleados multifacéticos a quienes Eric y Jonathan llaman creativos inteligentes Cubriendo temas que incluyen la cultura corporativa la estrategia el talento la toma de decisiones la comunicación la innovación y el tratamiento de la disrupción los autores ilustran las máximas de gestión El consenso requiere disensión Exiliar bribones pero luchar por las divas Pensar 10X no 10 % con numerosas anécdotas internas de la historia de Google muchas de las cuales se comparten aquí por primera vez En una era en la que todo se acelera la mejor manera para que las empresas tengan éxito es atraer a personas creativas e inteligentes y brindarles un entorno en el que puedan prosperar a gran escala Cómo trabaja Google explica cómo hacer precisamente eso

ENGLISH DESCRIPTION Google Executive Chairman and ex CEO Eric Schmidt and former SVP of Products Jonathan Rosenberg came to Google over a decade ago as proven technology executives At the time the company was already well known for doing things differently reflecting the visionary and frequently contrarian principles of founders Larry Page and Sergey Brin If Eric and Jonathan were going to succeed they realized they would have to relearn everything they thought they knew about management and business Today Google is a global icon that regularly pushes the boundaries of innovation in a variety of fields HOW GOOGLE WORKS is an entertaining page turning primer containing lessons that Eric and Jonathan learned as they helped build the company The authors explain how technology has shifted the balance of power from companies to consumers and that the only way to succeed in this ever changing landscape is to create superior products and attract a new breed of multifaceted employees whom Eric and Jonathan dub smart creatives Covering topics including corporate culture strategy talent decision making communication innovation and dealing with disruption the authors illustrate management maxims Consensus requires dissension Exile knaves but fight for divas

Think 10X not 10% with numerous insider anecdotes from Google's history many of which are shared here for the first time In an era when everything is speeding up the best way for businesses to succeed is to attract smart creative people and give them an environment where they can thrive at scale HOW GOOGLE WORKS explains how to do just that **Cómo trabaja Google** Eric Schmidt, Jonathan Rosenberg, 2015-02-01 Descubre cómo alcanzar el éxito en tu carrera tomando el modelo de los creativos de Google Descubre cómo alcanzar el éxito en tu carrera tomando el modelo de los creativos de Google En una era en que todo se está acelerando la mejor forma de que las empresas triunfen es atraer a personas creativas inteligentes y darles un lugar para que prosperen a su medida El presidente ejecutivo y ex director general Eric Schmidt y el ex vicepresidente senior de productos Jonathan Rosenberg llegaron a Google hace más de una década como probados ejecutivos de tecnología En ese tiempo la compañía ya era reconocida por hacer las cosas de forma diferente lo que reflejaba los principios visionarios y frecuentemente disidentes de los fundadores Larry Page y Sergey Brin Si Eric y Jonathan iban a triunfar se dieron cuenta tendrían que reaprender todo lo que creían saber acerca del management y los negocios Hoy Google es un cono global que cotidianamente sobrepasa los límites de la innovación en una variedad de campos Cómo trabaja Google es un texto introductorio entretenido y adictivo que contiene las lecciones que Eric y Jonathan aprendieron mientras ayudaban a la compañía a crecer Los autores explican cómo la tecnología ha cambiado el balance del poder desde las compañías hacia los consumidores y que la única forma de triunfar en este panorama cambiante se encuentra en crear productos superiores y atraer a un nuevo tipo de empleados multifacéticos que Eric y Jonathan llaman creativos inteligentes Abarcando temas como la cultura corporativa la estrategia el talento la toma de decisiones la comunicación la innovación y el cómo lidiar con los trastornos en el mercado los autores ilustran máximas del management El consenso requiere disensión Exilio a los villanos pero lucha por las divas Piensa en 10X no en 10 por ciento con numerosas anécdotas de empleados que forman parte de la historia de Google muchas las comparten aquí por primera vez **Philosophers in the Technological Age** Ulrich Richter Morales, 2023-04-26 Greek philosophers built great discussions about reality which are still current in our times and still inspire today's great thinkers From mathematical teachings by Pythagoras encompassing Plato's and Aristotle's ideas these great discussions have been essential for our present intellectual development Today however this role has been adopted by a new class of visionaries Brought together by this new Platonic Academy based in Stanford University devoted to proving and making use of the supremacy of numbers and mathematics in the digital world intent on finding the new Holy Grail embodied in the perfect algorithm present time's entrepreneurs of new technologies have radically transformed for good or otherwise the world as we know it Ulrich Richter Morales delves deep into the legacy sometimes clear sometimes mystical and esoteric of the Pythagoreans in their diverse historical incarnations He particularly emphasizes their dominant role in these digital times while he introduces a debate regarding the sort of machines we ought to develop Elon Musk Steve Jobs Bill Gates Jeff Bezos Larry Page and Sergey Brin among others are declared heirs of the Mathematician from Samos and always engrossed

in polemic discussions they are inseparable from our concept of how the world works Getting to know them as persons and as thinkers is a way to better understand modern day life and our role as citizens in the unstable volatile grounds we tread on today Managing Innovation in Highly Restrictive Environments Guillermo Cortés-Robles, Jorge Luis García-Alcaraz, Giner Alor-Hernández, 2018-07-05 This book presents the integration of new tools the modification of existing tools and the combination of different tools and approaches to create new technical resources for assisting the innovation process It describes the efforts deployed for assisting the transformation of Product Services Systems and explains the main key success factors or drivers for success of each tool or approach applied to solve an innovation problems The book presents a set of case studies to illustrate the application of several tools and approaches mainly in developing countries ,

Firestore: trabajar en la nube Jesús Tomás, Vicente Carbonell, Jordi Bataller, Jaime Lloret, 2019-08-26 In ciате en el apasionante mundo de los servicios en la nube de la mano del mayor experto Google Firestore es la nueva plataforma con la que conseguir s resolver toda la problem tica que supone trabajar en Internet almacenamiento registros de usuarios gesti n del backend de una forma sencilla e integrada Entre los servicios que se describen podemos destacar Firestore Authentication Gestiona tus propios usuarios o valida con redes sociales Realtime Database Cloud Firestore Crea bases de datos NoSQL y de tiempo real Cloud Messaging Env a mensajes en la nube y notificaciones push Cloud Functions Ejecuta c digo en el lado de servidor cuando se produzcan ciertos eventos Cloud Storage Hosting Almacena ficheros en la nube con el m ximo nivel de disponibilidad Testea tus aplicaciones con Crashlytics Test Lab y Performance Monitoring *Trillion Dollar Coach: The Leadership Playbook of Silicon Valley's Bill Campbell* Eric Schmidt, Jonathan Rosenberg & Alan Eagle, 2019-03-04

Trabajar en la era digital (2a edici n) Luis Lombardero, 2015 *Inteligencia Artificial: Fundamentos, Aplicaciones y Futuro* María Dolores, Pérez Ramírez, 2024-09-18 Esta obra ofrece una inmersi n profunda en el mundo de la inteligencia artificial IA abarcando desde los principios b sicos hasta sus aplicaciones m s disruptivas en sectores clave como la rob tica la salud el entretenimiento y la movilidad A lo largo de la obra se exploran t cnicas avanzadas como el aprendizaje autom tico y el procesamiento de lenguaje natural PLN proporcionando una base s lida para comprender el estado actual de esta tecnolog a y sus posibilidades futuras El texto no solo examina las metodolog as y plataformas utilizadas para desarrollar soluciones de IA sino tambi n el impacto econ mico y social que esta tecnolog a est generando Desde la interacci n humano computadora hasta los desaf os ticos y de seguridad que plantea el libro invita a reflexionar sobre el papel de la IA en la transformaci n global de industrias y en las relaciones humanas Inteligencia Artificial Fundamentos Aplicaciones y Futuro es una gu a imprescindible para aquellos interesados en entender c mo la IA est remodelando el futuro mientras considera las implicaciones ticas y de transparencia necesarias en su desarrollo y aplicaci n **Cómo Ganar en el Deporte de los Negocios** Mark Cuban, 2013-05-07 Mark Cuban shares his wealth of experience and business savvy in his first published book HOW TO WIN AT THE SPORT OF BUSINESS It s New Year s resolution time and Mark Cuban s new book offers the

rationale for a good one BUSINESS INSIDER Using the greatest material from his popular Blog Maverick Cuban has collected and updated his postings on business and life to provide a catalog of insider knowledge on what it takes to become a thriving entrepreneur He tells his own rags to riches story of how he went from selling powdered milk and sleeping on friends couches to owning his own company and becoming a multi billion dollar success story His unconventional yet highly effective ideas on how to build a successful business offer entrepreneurs at any stage of their careers a huge edge over their competitors In short HOW TO WIN AT THE SPORT OF BUSINESS exceeded expectations Short chapters got right to the point and were not filled with stuffing HUFFINGTON POST

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