

**Zero to One: Notes on Startups, or How to Build the Future** Comment construire le futur pour lâ€™homme qui a cr  PayPal et investi dans Facebook, SpaceX et LinkedIn. -â€ Ce livre propose des id es compl tement nouvelles et apporte une v ritable bouff e d air frais sur une question vitale : comment cr er de la valeur en ce monde.â€ Mark Zuckerberg , PDG de Faceb Comment construire le futur pour lâ€™homme qui a cr  PayPal et investi dans Facebook, SpaceX et LinkedIn. -â€ Ce livre propose des id es compl tement nouvelles et apporte une v ritable bouff e d air frais sur une question vitale : comment cr er de la valeur en ce monde.â€ Mark Zuckerberg , PDG de Facebook- â€ Peter Thiel a cr  plusieurs entreprises r volutionnaires et dans Z ro Un, il nous explique comment il s my est pris.â€ Elon Musk, PDG de SpaceX et Tesla- â€ Quand un sp cialiste de la prise de risque  crit un livre, lisez-le. Dans le cas de Peter Thiel, lisez-le deux fois ou pour  tre tout   fait s r du coup, allez m me jusqu  le lire trois fois. C est un classique.â€ Nassim Nicholas Taleb, auteur du Cygne noir crit   partir de cours donn s   Stanford, Z ro Un propose une vision radicale et nouvelle sur la conception et le management des start-ups. Quelques uns de ses principes   :- Le mythe du prochain Facebook, Google . Chaque instant en business n arrive qu une fois. Le prochain Bill Gates ne construira pas un syst me d exploitation, Serge  Brin ne fera pas un moteur de recherche et le prochain Zuckerberg ne cr era pas un r seau social. Si vous les copiez c est que vous n avez rien   offrir de mieux. Quelle v rit   tes-vous seul   poss der, quelle est la soci t  que personne ne construit ?- Vive le monopole. La comp tition et le capitalisme sont   lâ€™oppos . Certes, il est plus simple de copier un mod le que d inventer. Faire ce qu on sait m ne le monde de 1   n. En y ajoutant un  l ment d j   connu. Mais chaque fois que lâ€™on cr e de la nouveaut  on passe de z ro   un. Ce livre explique comment y parvenir. Traduit de lâ€™anglais par Johan Fr d rik Hel Guedj   ...more Zero to One: Notes on Startups, or How to Build the Future PDF ebook

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