

**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.-   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.      Mark Zuckerberg , PDG de Faceb Comment construire le futur pour lâ€™homme qui a cr   PayPal et investi dans Facebook, SpaceX et LinkedIn.-   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.      Mark Zuckerberg , PDG de Facebook-    Peter Thiel a cr   plusieurs entreprises r  volutionnaires et dans Z  ro    Un, il nous explique comment il s  y est pris.      Elon Musk, PDG de SpaceX et Tesla-    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.      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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