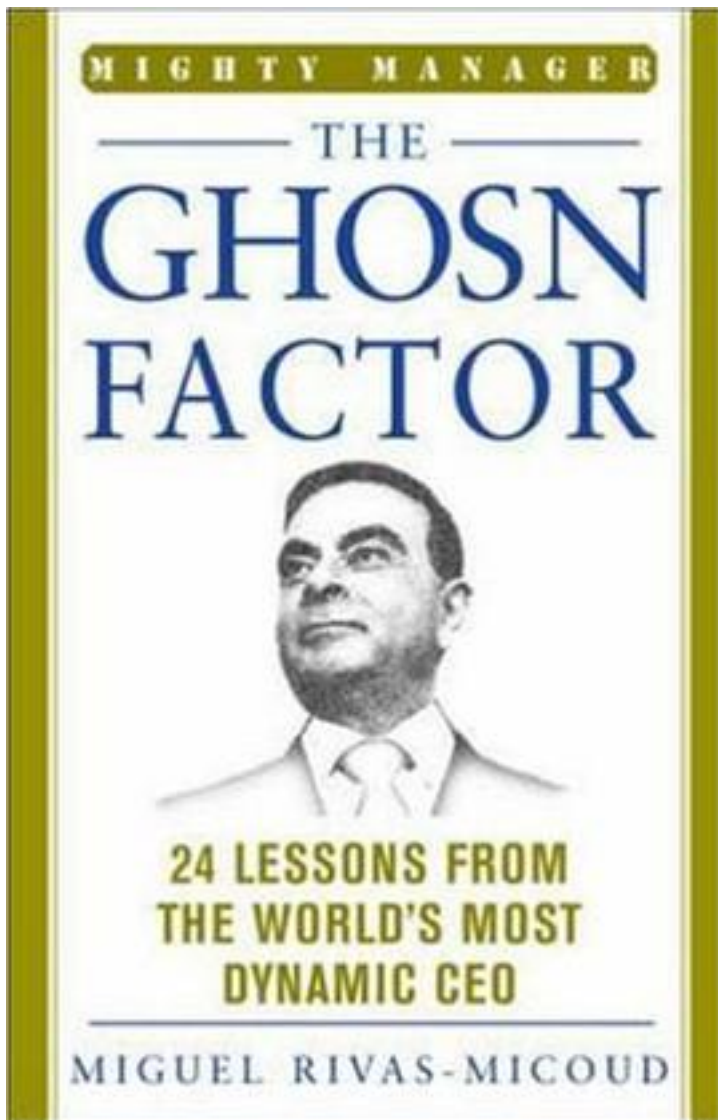


# The Ghosn Factor



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著者:Rivas-Micoud, Miguel

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Get inside the mind and the methods of one of the most innovative leaders in the world-and learn to emulate his success. In 1999, Nissan's market share was plunging, and the company was billions in debt. Carlos Ghosn's successful implementation of his "Nissan Revival" created record profits - and made him a business legend around the world. Now the CEO of both Nissan and Renault, Carlos Ghosn is a management icon everyone wants to understand. "The Ghosn Factor", examines the life, works, and words of Carlos Ghosn, exploring what principles guide him, what goals drive him, and how he has succeeded where other CEOs have failed.

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