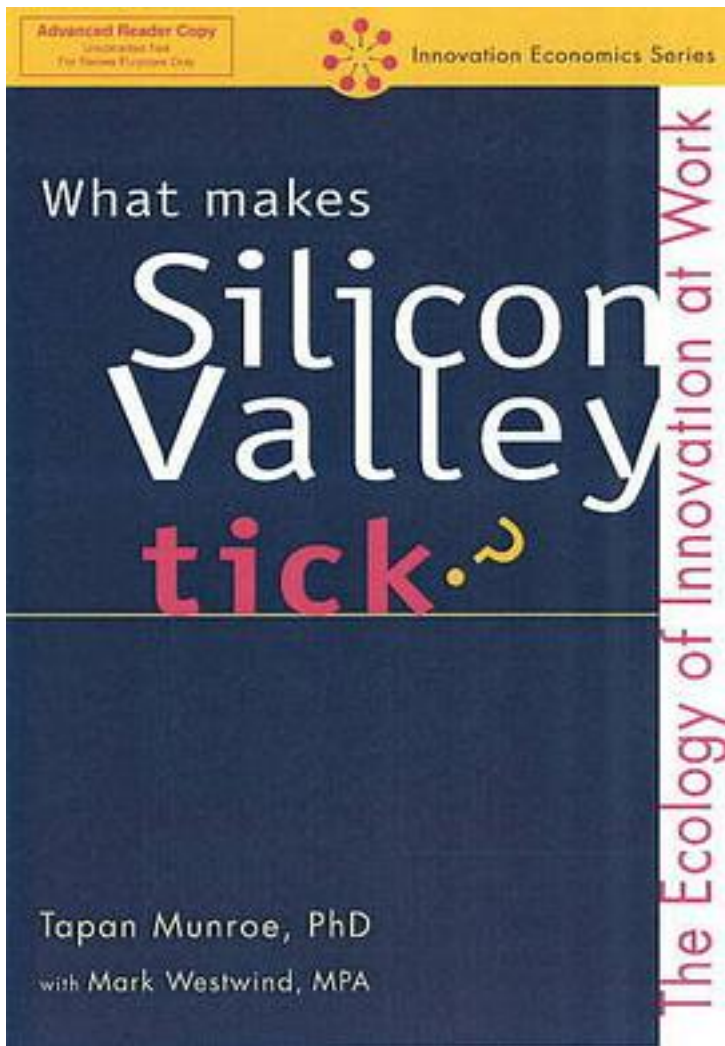


What Makes Silicon Valley Tick



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What makes Silicon Valley such a resilient, powerful economic region? An ecology of innovation, where research universities, entrepreneurs, investors, a talented workforce, social and professional networks, a vibrant business environment, and the quality of life in the region help transform ideas into new products and services. Well-known economist, educator, speaker and columnist Tapan Munroe shows CEOs, corporate and urban planners, academics, investors, and government and business leaders how the Valley's "innovation ecosystem" can help them face today's challenges. Using his ecological model, Munroe examines these seven critical success factors that have been driving Silicon Valley's growth and sustaining it through boom and bust cycles for more than 100 years. Munroe's lucid style and sound analyses will inspire action for leaders in their own ecologies of innovation. Clearly, innovation is the best, and perhaps the only way for us to sustain our prosperity.

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目录:

[What Makes Silicon Valley Tick_ 下载链接1_](#)

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