



Biz Books AND Breakfast

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How Google Works, by Schmidt and Rosenberg



BOOK SUMMARY

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.

KEY POINTS

- Technology has shifted the balance of power from companies to consumers, and the only way to succeed in this ever-changing landscape is to create superior products and attract a new breed of multifaceted employees called "Smart Creatives".
- A Smart Creative A person who combines deep technical knowledge of his or her trade with intelligence, business savvy, and a host of creative qualities.
- Smart Creatives all must possess business savvy, technical knowledge, creative energy, and a hands-on approach to getting things done. Those are the fundamentals.
- Schmidt once chatted with Warren Buffett about what he looks for when acquiring companies. His answer was: "a leader who doesn't need him".
- If you focus on your competition, you will never deliver anything truly innovative.
- Hiring is the most important thing you do.
- Culture – believe your own slogans.
- Strategy – your plan is wrong.
- Decisions – decide with data.
- Communications – be a damn good router.
- Innovation – create with primordial ooze.