



Rework: Business - intelligent & einfach (German Edition)

Jason Fried, David Heinemeier Hansson

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Der Gegenentwurf zum unproduktiven Unternehmensalltag

Wenn ein Unternehmen erfolgreich sein will, benötigt es angeblich hoch bezahlte Direktoren, lange Meetings, ein großes Werbebudget, Fünfjahrespläne und vor allem ständiges Wachstum. So weit die Theorie. In der Praxis kommen die Software-Unternehmer Jason Fried und David Heinemeier Hansson schon seit 10 Jahren ohne all das aus – und haben Erfolg. Die Autoren repräsentieren eine zukunftsweisende Geschäftskultur, die dabei ist, die alten Konzern-Dinosaurier das Fürchten zu lehren. Smart sind die neuen Unternehmer, beweglich, unpräntiös und technisch auf der Höhe. Arbeit ist für sie kein Selbstzweck, und Lebensqualität gehört ebenso zum Business wie die unvermeidliche menschliche Unzulänglichkeit. Nüchtern und wirksam setzt sich „Rework“ von hochtrabenden Begriffen wie „Reform“ oder „Revolution“ ab. Entstanden ist eine ketzerische „Business-Bibel“, die keine Management-Phrasen herbetet, sondern Mut macht zu echter Eigenständigkeit. Zu Recht schrieb ein Rezensent: „Sie können dieses Buch ignorieren, aber auf eigene Gefahr“.

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