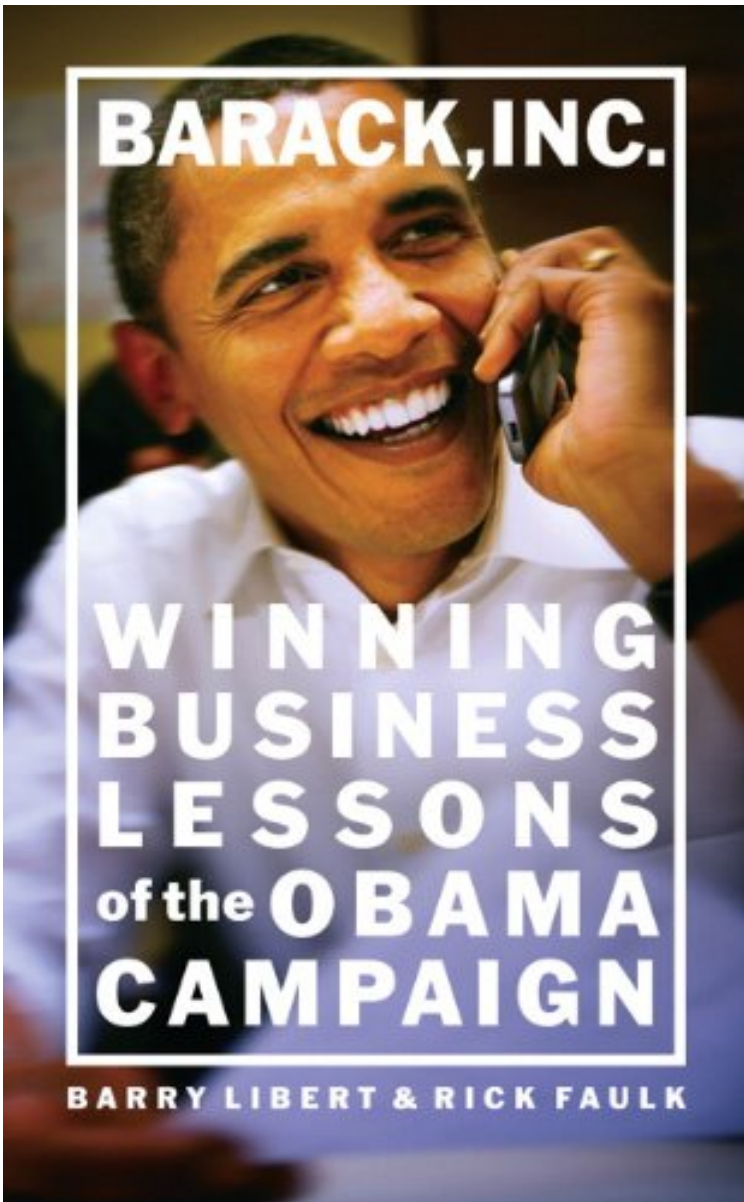


(Read now) File size: 23.Mb

# Barack, Inc.: Winning Business Lessons of the Obama Campaign



*Par Barry Libert, Rick Faulk*  
DOC / \*audiobook / ebooks / Download  
PDF / ePub

Dtails sur le produit Rang parmi les ventes : #1032030 dans eBooksPubli le: 2009-01-05Sorti le: 2009-01-05Format: Ebook Kindle

(Read now) Barack, Inc.: Winning Business Lessons of the Obama Campaign

**Par Barry Libert, Rick Faulk : Barack, Inc.: Winning Business Lessons of the Obama Campaign** before purchasing it in order to gage whether or not it would be worth my time, and all praised Barack, Inc.: Winning Business Lessons of the Obama Campaign:

Download

Read Online

## Description :

Prsentation de l'diteurBarack Obama's campaign didn't just make history: it teaches lessons that every business can profit from. The Obama campaign was brilliantly planned, strategized, and executed, and built to drive home a powerful, consistent core value proposition: the proposition of change. Moreover, it had an extraordinary understanding of innovation, manifested by its extraordinary use of technology to achieve specific, quantifiable goals. In Barack, Inc., Barry Libert and Rick Faulk present the Obama campaign as a

business, identifying lessons any business leader can use to maximize performance. Libert and Faulk cover issues ranging from marketing to leadership, strategy to execution. They reveal how Obama's team identified and honed a powerful core message, and applied it flexibly in response to changing circumstances without ever compromising core brand values. You'll discover how Obama built a focused, "no-drama" organization that empowered local decision-makers without sacrificing nationwide consistency or discipline. Finally, the authors, executives at the world's leading provider of business social networking services, show how Obama leveraged social networking at a scale unprecedented in the history of either politics or business. From start to finish, Barack, Inc. is actionable: packed with ready-to-use strategies and tactics that can help you succeed with any goal, in any marketplace.

Revue de presseAs featured on ABC News Now and Marketwatch Radio Network. Also featured in The New York Post, Investors Business Daily, CNN.com, The Boston Globe, Globe Mail, CIO Insight, The Fort Worth Star-Telegram, and many others.

Présentation de l'auteurBarack Obama's campaign didn't just make history: it teaches lessons that every business can profit from. The Obama campaign was brilliantly planned, strategized, and executed, and built to drive home a powerful, consistent core value proposition: the proposition of change. Moreover, it had an extraordinary understanding of innovation, manifested by its extraordinary use of technology to achieve specific, quantifiable goals. In Barack, Inc., Barry Libert and Rick Faulk present the Obama campaign as a business, identifying lessons any business leader can use to maximize performance. Libert and Faulk cover issues ranging from marketing to leadership, strategy to execution. They reveal how Obama's team identified and honed a powerful core message, and applied it flexibly in response to changing circumstances without ever compromising core brand values. You'll discover how Obama built a focused, "no-drama" organization that empowered local decision-makers without sacrificing nationwide consistency or discipline. Finally, the authors, executives at the world's leading provider of business social networking services, show how Obama leveraged social networking at a scale unprecedented in the history of either politics or business. From start to finish, Barack, Inc. is actionable: packed with ready-to-use strategies and tactics that can help you succeed with any goal, in any marketplace.