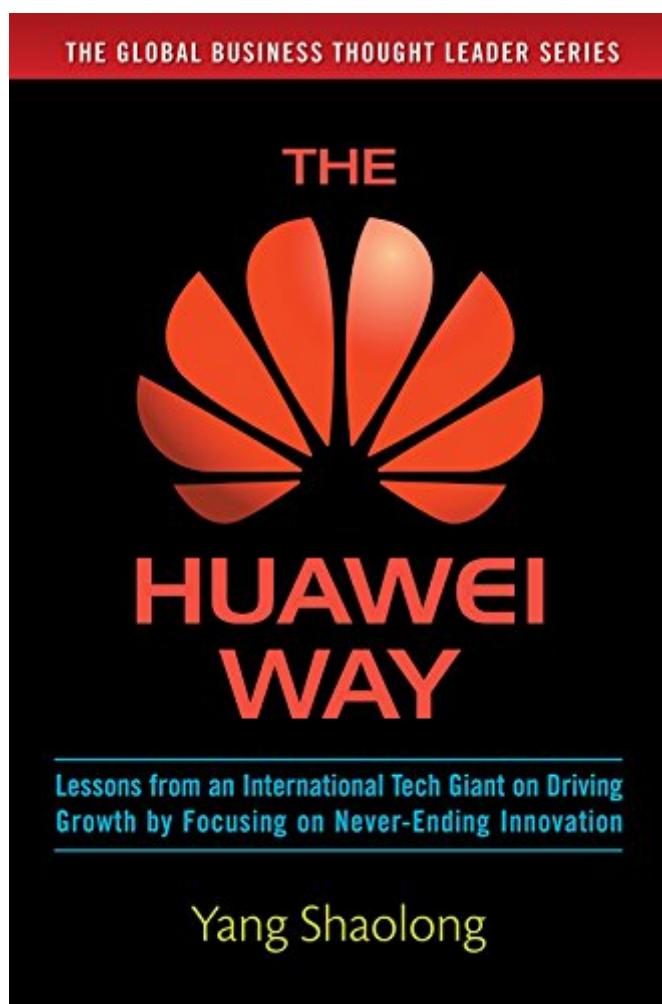


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The Huawei Way: Lessons From An International Tech Giant On Driving Growth By Focusing On Never-Ending Innovation (Business Books)





Synopsis

Model your company's future on the success of tech's quiet giant BusinessWeek once listed Chinese tech firm Huawei as one of the ten most influential companies on the planet, and Time placed its founder Ren Zhengfei in the top 100 most influential men in the world. Once considered an insignificant upstart bound for failure like so many other early tech companies, Huawei is now a \$62 billion company employing 190,000 people worldwide. Huawei's upward trajectory is the classic story of a company that beat all the odds. Founded in 1987 with 20,000 RMB, Huawei took on all the IT powerhouses during times of major market upheaval and has come out on top "all due to the clarity of vision, powerful sense of purpose, and sheer work ethic of its founder. The Huawei Way provides practical lessons on how Ren Zhengfei led his company to a level of success no one in the world predicted. As telecom's old greats like Motorola, Nokia, and Siemens continue to struggle from the effects of recession, Huawei continues to grow because it never stops innovating. Its success is self-driven because the company, reflecting its founder, maintains a relentless dedication R&D; while other companies, fueled by fear, are scaling down R&D to save money, Huawei is ramping it up. And it's paying off big time. Both entertaining and instructive, The Huawei Way traces the rise of one of today's greatest tech companies to provide valuable business and management lessons anyone can apply to any company, in any industry.

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Customer Reviews

Huawei is now a giant in the technological industry. Its products and systems are used extensively all over the world, but it started off in 1987 as a 6-man company in China trying just to survive. But in 1995, its main partner and founder, Ren Zhengfei was inspired after visiting America. Thus, from just making switches for land-line telephones, it grew to become a major CDMA and GSM digital communications company. Huawei had its share of turbulence and period of defeat, but to read about the character and vision of Ren is to be inspired, whatever one's nationality. Ren believes in research and development. And because of that he respects intellectual property, unlike many Chinese companies. Huawei pays its taxes and looks after its employees and its customers. In this riveting book, Yang tells the stories of how Ren did it. Ren brought in IBM consultants to change the management and administration of the company to make it internally stable and ready for internationalisation. Anyone interested in management, human resource, and digital technology will miss a lot if they pass this book by.

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