



Ebook Directory
the best source of ebook

The book was found

The Four: The Hidden DNA Of , Apple, Facebook, And Google

"This is that rare book that not only informs but entertains. You'll never look at these four companies the same way again."
—JONAH BERGER, author of Contagious and Invisible Influence



the
four

THE HIDDEN DNA OF AMAZON,
APPLE, FACEBOOK, AND GOOGLE

Scott Galloway

READ BY JONATHAN TODD ROSS

UNABRIDGED



Synopsis

, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply live in the world they dominate, you need to understand the Four.

Book Information

Audible Audio Edition

Listening Length: 8 hours 32 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Penguin Audio

Scheduled Audible.com Release Date: October 3, 2017

Language: English

ASIN: B07565MYD1

Best Sellers Rank: #51 in Books > Business & Money > Industries > Computers & Technology
#69 in Books > Audible Audiobooks > Science > Technology & Engineering #81 in Books
> Science & Math > Technology > Social Aspects

[Download to continue reading...](#)

The Four: The Hidden DNA of , Apple, Facebook, and Google Facebook: Facebook Marketing: Guide to get 10,000 likes and followers in 15 days for Facebook Page(Facebook advertising,Internet Marketing,social media,Instagram) BONUS - \$20 included. Facebook Marketing: Learn how you can grow any Facebook page to 1 million likes in the first 6 months

(Facebook Advertising, social media, facebook marketing) DNA Testing Guide Book: Utilize DNA Testing to Analyze Family History Genealogy, Classify and Measure Ethnic Ancestry Research, And Discover Who You Are ... DNA Testing, Ancestry, Ancestry Research) Google Home: The Google Home Guide And Google Home Manual With Setup, Features Corporate Innovation in the Fifth Era: Lessons from Alphabet/Google, , Apple, Facebook, and Microsoft Google Home: Google Home User Manual: Beginner's Guide to Start Using Google Home Like a Pro! iPhone 7: Tips and Tricks for your new Apple device.Use it to the fullest (user guide,user manual, hidden features, Steve Jobs) (iPhone 7, iPhone 6,Smartphone, Apple, iOS 10, Samsung) Facebook Marketing: How to Use Facebook to Master Internet Marketing and Achieve Social Media Success Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Facebook Shopify (Beginner Ecommerce Training): Make Money Online Selling Gifts, Toys & Accessories via Cheap Facebook Ads – That You Can Start for Only \$5 Facebook Marketing + SEO Ultimate Strategy Guide Box Set: Facebook Top 25 Tips + Advanced Techniques & Ultimate SEO Design Real Estate Marketing on Facebook - Discover the Secrets of How a Top Producing Team Used Facebook to Help Drive Over \$10 Million in Annual Sales Volume Move Fast and Break Things: How Facebook, Google, and Cornered Culture and Undermined Democracy 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More! The Google Guys: Inside the Brilliant Minds of Google Founders Larry Page and Sergey Brin Google SEO for Bloggers: Easy Search Engine Optimization and Website marketing for Google Love SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)