

**NO RULES
RULES**

NETFLIX

and the

Culture of

Reinvention

REED

HASTINGS

ERIN

MEYER



* No Rules Rules: Netflix and the Culture of Reinvention *



Books Details

Author : Reed Hastings Pages : 464 pages Publisher : Random House Large Print Publishing Language : ISBN-10 : 0593152387 ISBN-13 : 9780593152386

Books Descriptions

Longlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an

online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which other companies operate and defied tradition to instead build a culture focused on freedom



You Can Get This Books By Click Link/Button In Below .



/

<https://www.worldbookcollection.com/?book=0593152387>