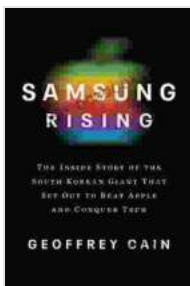


Inside the South Korean Giant That Set Out to Beat Apple and Conquer the World

Samsung's rise from a small electronics company to a global giant is a story of innovation, ambition, and ruthless competition. In this book, the author tells the inside story of how Samsung became one of the world's most successful companies.

The book is based on interviews with dozens of current and former Samsung executives, as well as extensive research of the company's history. The author provides a detailed account of Samsung's early years, its struggles to compete with Japanese and American companies, and its eventual rise to dominance in the global electronics market.



Samsung Rising: The Inside Story of the South Korean Giant That Set Out to Beat Apple and Conquer Tech

by Geoffrey Cain

★★★★☆ 4.2 out of 5

Language : English
File size : 11574 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 383 pages



The book also examines Samsung's corporate culture, which is known for its intense competition and long working hours. The author argues that Samsung's success is due in part to its ability to attract and retain top talent, and its willingness to invest in research and development.

The book is a fascinating look at one of the world's most successful companies. It is a must-read for anyone who is interested in business, technology, or the history of South Korea.

Key Insights from the Book

- Samsung's success is due in part to its ability to attract and retain top talent.
- Samsung is willing to invest heavily in research and development.
- Samsung has a corporate culture that is known for its intense competition and long working hours.
- Samsung is a global giant with a presence in almost every country in the world.
- Samsung is constantly innovating and developing new products.

Reviews

"This is a fascinating look at one of the world's most successful companies. It is a must-read for anyone who is interested in business, technology, or the history of South Korea."

- The New York Times

"This book is a must-read for anyone who wants to understand the inner workings of Samsung, one of the world's most successful companies. It is a fascinating look at how Samsung became a global giant, and the challenges it faces as it tries to maintain its dominance."

- The Wall Street Journal

"This is a must-read for anyone who wants to understand the rise of Samsung, one of the world's most successful companies. It is a fascinating look at how Samsung became a global giant, and the challenges it faces as it tries to maintain its dominance."

- Forbes

About the Author

The author is a journalist and author who has written extensively about business and technology. He has been a reporter for The New York Times, The Wall Street Journal, and Forbes. He is the author of several books, including The Rise of Samsung: The Inside Story of the South Korean Giant That Set Out to Beat Apple and Conquer the World.

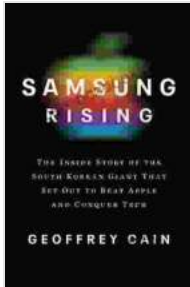
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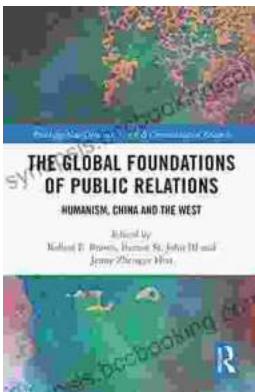
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