

Moonshot!: Game-Changing Strategies to Build Billion-Dollar Businesses

John Sculley



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"The future belongs to those who see the possibilities before they become obvious... This is the most exciting time ever to be part of the business world."

Throughout history, there are some events that stand out as so groundbreaking that they completely change life as we know it. The Apollo moon landing of 1969 was one of those events—the invention of the Apple personal computer was another. The time is ripe for a new breed of innovative entrepreneurs to build businesses across industries that will bring in billions of dollars—while changing people's lives for the better. In this book, John Sculley will show you how to do it.

Former CEO of both PepsiCo and Apple, John Sculley lays out a roadmap for building a truly transformative business. Beginning with a can't-fail concept and inspired by smart data, Moonshot! reveals the core concepts for a twenty-first century business. Producer-in-Control models are a thing of the past, but the Customer-in-Control future is bright for those that know how to use it. With technology at your back, now might be the best time in history to start a business—but the future belongs to those who see the possibilities before they become obvious. *Moonshot!* will teach you to have the upper hand in any business.

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