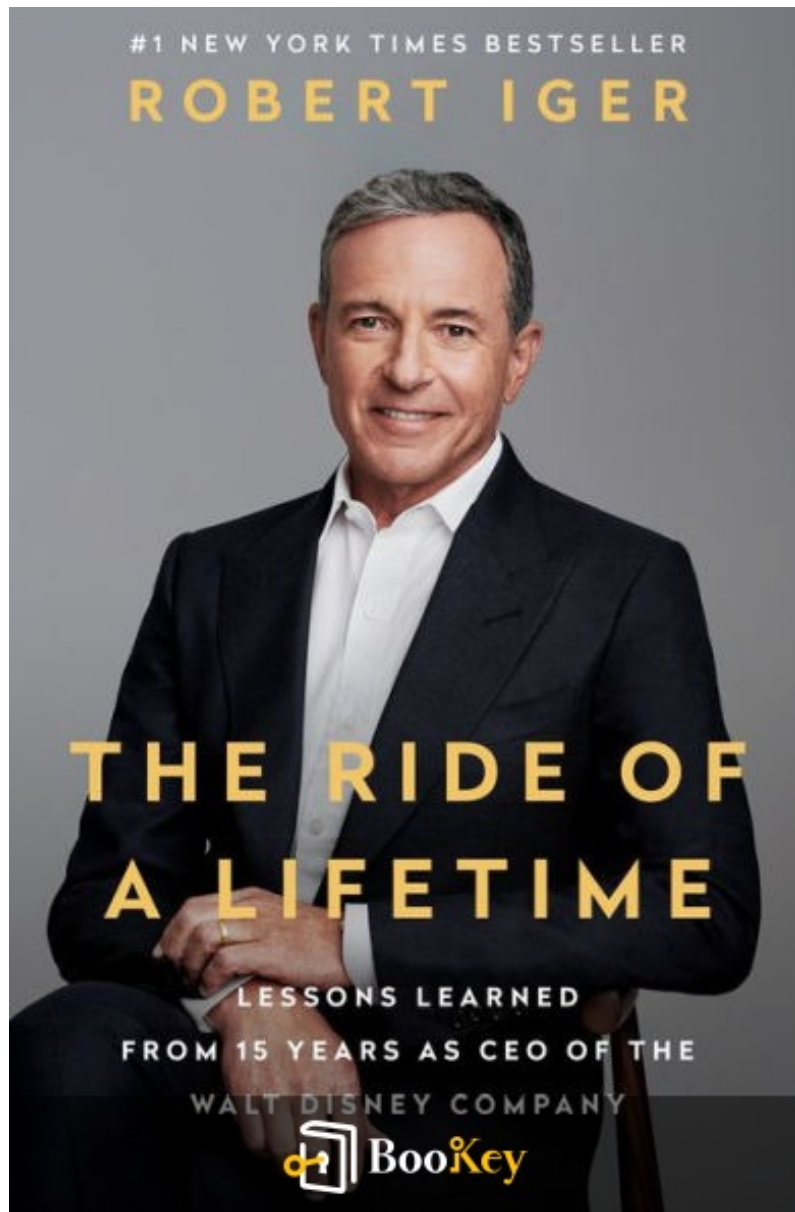


# The Ride Of A Lifetime PDF

Robert Iger



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# About the book

Book Overview: The Ride of a Lifetime

Author: Robert Iger

Genre: Memoir, Leadership

Status: #1 New York Times Bestseller

Accolade: NPR's Best Book of the Year

Synopsis:

In this inspiring memoir, Robert Iger, the esteemed CEO of Disney, reflects on his transformative journey leading one of the most highly regarded companies worldwide. At a time when Disney faced heightened competition and rapid technological changes, Iger's clear vision and guiding principles not only revitalized the brand but also deepened its global impact.

### Key Principles of Leadership:

1. **Commitment to Quality:** Highlighting the importance of quality in all Disney's endeavors, Iger emphasizes that excellence should always be a priority.
2. **Embracing Technology:** Rather than resisting change, leaders should harness technology to enhance capabilities and foster growth.
3. **Global Perspective:** Encouraging a broader view, Iger's strategy involved

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transforming Disney into a more powerful global brand.

#### ### Achievements Under Iger's Leadership:

- Disney acquired influential brands like Pixar, Marvel, Lucasfilm, and 21st Century Fox.
- The company's value soared nearly fivefold, establishing Iger as a pioneer in the industry.

#### ### The Essence of True Leadership:

Through his experiences managing over 220,000 employees, Iger distills the essence of effective leadership into four core qualities:

- Optimism: A positive outlook fuels progress even in challenging times.
- Courage: Embracing risk stimulates creativity and innovation.
- Decisiveness: Timely decision-making is crucial for maintaining morale and clarity.
- Fairness: Treating team members with empathy and respect creates a healthy work environment.

#### ### Personal Insights:

Iger conveys how his relentless curiosity and commitment to integrity guided his career from a junior role at ABC to leading Disney. His relationships, notably with Steve Jobs, and his deep appreciation for stories like Star Wars, reflect the value he places on connection and respect in



business.

### ### Final Thoughts:

In "The Ride of a Lifetime," Iger asserts that his insights transcend corporate leadership; they resonate universally. He inspires readers—whether they aspire to be CEOs or navigate personal challenges—to embrace courage and confidence in their journeys.

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# The Ride Of A Lifetime Summary

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# Who should read this book **The Ride Of A Lifetime**

"The Ride of a Lifetime" by Robert Iger is an essential read for aspiring business leaders, entrepreneurs, and anyone interested in the entertainment industry. Iger's insights into leadership, innovation, and strategic decision-making make it particularly valuable for those looking to understand how to navigate complex corporate landscapes. Moreover, fans of Disney and its transformational journey under Iger's guidance will appreciate the behind-the-scenes perspective on how he turned the company into a powerhouse of creativity and profitability. Additionally, readers interested in personal development and executive management can gain practical lessons from Iger's experiences, making it a compelling read across various audiences.

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# Key insights of The Ride Of A Lifetime in table format

Chapter/Section	Summary
Introduction	Robert Iger introduces his journey from a young kid in New Jersey to becoming the CEO of The Walt Disney Company.
Early Career	Iger discusses his early days at ABC and how he rose through the ranks, gaining valuable experience.
Acquisition of ABC	Details the strategic acquisition of ABC by Disney and its implications for the company.
2005: Becoming CEO	Iger reflects on the challenges he faced when becoming the CEO of Disney and his vision for the company.
Innovative Leadership	Iger emphasizes the importance of innovation and staying ahead in the entertainment industry.
Acquiring Pixar	Discusses the pivotal decision to acquire Pixar and how it transformed Disney's animation division.
Global Expansion	Covers Disney's expansion into international markets and the strategy behind it.
Star Wars and Marvel	Iger shares insights into the acquisitions of Lucasfilm and Marvel, enhancing Disney's portfolio.
Challenges and Crisis	Reflects on the challenges faced during his tenure, including financial crises and market changes.



<b>Chapter/Section</b>	<b>Summary</b>
Leadership Philosophy	Iger elaborates on his leadership philosophy, focusing on creativity, teamwork, and vision.
Legacy and Future	Concludes with his thoughts on legacy, the future of entertainment, and advice for aspiring leaders.

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# The Ride Of A Lifetime Summary Chapter List

1. Introduction: The Journey Begins - A Personal and Professional Perspective
2. Chapter 1: Setting the Stage - Early Days and Growth at ABC
3. Chapter 2: Visionary Leadership - Strategies that Transformed Disney
4. Chapter 3: Navigating Challenges - Overcoming Obstacles and Skepticism
5. Chapter 4: Major Acquisitions - Expanding Disney's Global Influence
6. Chapter 5: The Importance of Innovation - Embracing Change in Entertainment
7. Conclusion: Reflections on Legacy and Future Directions of Disney

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# 1. Introduction: The Journey Begins - A Personal and Professional Perspective

In "The Ride of a Lifetime," Robert Iger recounts his remarkable journey as the CEO of The Walt Disney Company, offering a blend of personal anecdotes and professional insights that illuminate his path to leadership. Iger's narrative is not just about the transformation of Disney; it is a vivid exploration of his own evolution as a leader who faced monumental challenges and seized extraordinary opportunities throughout his tenure.

The introduction sets the tone for the book, emphasizing the intersection of personal and professional growth. Iger reflects on how his early experiences, both in his career and personal life, shaped his leadership style. Raised in a working-class family in New York, where discussions of hard work and determination were common, Iger learned early on the value of perseverance and the importance of aiming high. This foundation became the bedrock of his professional journey, influencing his decision-making and leadership philosophy as he navigated the complex world of media and entertainment.

Iger also shares key formative moments in his career that sparked his passion for storytelling and innovation. From his early days in television at ABC to his rise through the ranks of Disney, he draws attention to the lessons learned from mentors and critical experiences that honed his skills in leadership and vision. He candidly reflects on his aspirations, the mentors



who guided him, and the pivotal decisions taken along the way, framing them as essential elements that equipped him for the challenges that lay ahead.

Moreover, Iger sets forth the overarching theme that would run throughout the book: the balance of risk and reward. He discusses the significant risks he took, guided by his instinct and the belief that adhering to a strong vision could lead to unparalleled success. These insights not only provide motivation for aspiring leaders but also demonstrate that the road to success is rarely straightforward and often littered with uncertainties and doubts.

As Iger prepares to dive into the detailed accounts of his professional journey, he emphasizes the importance of adapting to the rapidly changing media landscape. His perspective as an executive who values creativity and foresight reveals a deep understanding of the entertainment industry's evolving dynamics. He stresses that effective leadership is about embracing change and harnessing innovation to connect with audiences in meaningful ways.

Through an engaging blend of personal stories and professional milestones, the introduction captures the essence of Iger's philosophy on leadership and sets the stage for the exploration of the pivotal moments that defined his career at Disney. It invites readers to join him on this incredible ride,

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showcasing how passion, resilience, and a clear vision can lead to transformative success.

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## 2. Chapter 1: Setting the Stage - Early Days and Growth at ABC

In the early days of Robert Iger's career, he found himself in the vibrant yet arduous world of broadcasting at ABC. His journey began as a humble production assistant in the late 1970s, where he was immediately captivated by the power of storytelling and the dynamics of the television industry. Iger's ascent through the ranks was not just a function of ambition; it was also marked by a keen understanding of the media landscape and a genuine passion for entertainment.

At ABC, Iger encountered a myriad of challenges, from the fierce competition within the television market to the evolving tastes of audiences. The landscape of media was shifting, and Iger recognized the importance of being adaptive and innovative. His time as a segment producer for the local news station was crucial, as it taught him to think on his feet and understand audience engagement—a skill that would prove invaluable in his later years at Disney.

As Iger rose to the role of president of ABC Television, he was tasked with reigniting the network's competitive spirit. Under his leadership, ABC underwent a remarkable transformation focusing on quality programming and audience connection. He championed the idea of putting talented people first, believing that a strong team could create compelling content that



resonates with viewers.

One of Iger's significant contributions during his tenure was the introduction of high-quality miniseries and innovative formats. Programs like "The Wonderful World of Disney" not only brought families together but also solidified ABC's reputation for quality and creativity. His vision was not limited to broadcasting; Iger was foresighted enough to recognize the synergy between various entertainment mediums that would lay the foundation for Disney's future success.

However, the journey was not without its hurdles. Iger faced skepticism from many industry veterans who were resistant to change, adhering to traditional methods in an era that demanded adaptation. He tirelessly advocated for new ideas, utilizing data and audience feedback to inform decisions. This bold approach distinguished him as a forward-thinking leader willing to invest in new talent and content that would appeal to a broader demographic.

In summary, Iger's early days at ABC were marked by determination, creativity, and a relentless pursuit of excellence. His formative years not only equipped him with the skills necessary to lead but also cultivated a deeper appreciation for storytelling and its impact on culture. The lessons learned and insights gained would soon serve him well as he transitioned

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into roles that would shape the future of Disney, forever altering the entertainment landscape.

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### 3. Chapter 2: Visionary Leadership - Strategies that Transformed Disney

In Chapter 2 of "The Ride of a Lifetime," Robert Iger delves into the strategic mindset that not only transformed Disney but also solidified his own reputation as a visionary leader. This chapter explores how Iger's approach to leadership, characterized by a mix of creativity, boldness, and a deep understanding of the evolving entertainment landscape, laid the groundwork for Disney's unprecedented success during his tenure.

Iger emphasizes the importance of nurturing a culture of collaboration and innovation. Recognizing that creativity is the lifeblood of entertainment, he implemented strategies that encouraged diverse voices within the organization. By breaking down silos between studios and departments, Iger fostered an environment where ideas could flow freely. This shift not only sparked creativity but also led to the development of iconic franchises and characters that resonated with audiences across generations.

Key to Iger's leadership style was his commitment to clear communication and vision. He understood that to steer a massive corporation like Disney, it was essential to articulate a unified vision that aligned all employees towards common goals. Iger often made a point of returning to Disney's core values—storytelling, quality, and family entertainment—reminding his team of the company's rich legacy while pushing for innovation. This balance of

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honoring the past while embracing the future became a hallmark of his leadership.

Another significant aspect of Iger's strategy was his focus on international expansion. He recognized the global nature of entertainment and sought to take Disney beyond American borders. Under his direction, Disney expanded its influence in international markets, capitalizing on local cultures and storytelling traditions. This global perspective not only boosted Disney's revenues but also increased its relevance in a changing world.

Iger also made decisive investments in technology, understanding its crucial role in shaping the future of entertainment. By embracing digital distribution and investing in platforms like Disney+, he positioned Disney to remain competitive in an increasingly crowded market. This strategic foresight allowed Disney to connect directly with audiences, providing them with unparalleled access to beloved characters and stories, while also gathering vital data that informed future creative decisions.

Furthermore, Iger's openness to collaboration with other creators and companies marked a pivotal change in Disney's operational strategy. He was less inclined toward pursuing a traditional, insular corporate model and more keen on partnerships that brought fresh ideas and innovation into the fold. This collaborative approach resulted in successful mergers, such as the



acquisition of Pixar, Marvel, and Lucasfilm, each enriching Disney's portfolio and storytelling capabilities.

In analyzing Iger's strategies, it becomes evident that his leadership was not just about making big decisions but also about cultivating an environment where creativity and innovation could thrive. His visionary approach transformed Disney into a more agile and forward-thinking organization. The chapter concludes by underscoring how these principles of leadership not only led to financial success but also established a legacy of creativity and imagination that continues to inspire the broader entertainment industry.

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## 4. Chapter 3: Navigating Challenges - Overcoming Obstacles and Skepticism

In his memoir, Robert Iger shares his experiences of navigating through complex challenges and overcoming skepticism during his tenure at Disney. These obstacles were not simply administrative hurdles but rather tests of leadership that shaped the future of one of the world's most beloved entertainment companies.

One of the primary challenges Iger faced was resistance to change, especially within an established organization like Disney. When Iger took the reins as CEO, Disney was already a powerful entity, but it was also trapped in its own traditions. Many employees and stakeholders were skeptical about the necessity of change, fearing it could jeopardize the company's rich legacy. Iger understood that to lead Disney into a new era, he needed to foster a culture of innovation while honoring the brand's heritage. He set out to demonstrate that change could coexist with tradition.

The skepticism he encountered was profound, particularly regarding his vision for the integration of technology in storytelling. At a time when digital platforms were on the rise, many within Disney were hesitant about pivoting from traditional media to embrace new technologies. Iger was not deterred by this skepticism; instead, he championed the idea that technology could enhance the storytelling experience rather than replace it. His



approach was to listen and educate, engaging with his team to highlight successful digital initiatives and showcasing how such innovations had transformed consumer interactions with brands.

Moreover, one of the most significant obstacles during Iger's leadership was the economic downturn caused by the 2008 financial crisis. With millions of families tightening their belts, the entertainment industry faced decreased revenue, leading to doubts about Disney's future. In this trying context, Iger remained resolute. He diversified Disney's offerings and was strategic in his acquisitions—most notably, the purchase of Pixar, Marvel, and Lucasfilm. While these decisions came with their share of critics who questioned the financial wisdom of such large expenditures, Iger's unwavering belief in the potential of these brands ultimately proved correct. He turned these acquisitions into success stories that revitalized Disney's product lines and created enormous value for the company.

Iger also had to navigate external challenges, including fierce competition from burgeoning streaming services. Skeptics doubted whether Disney could keep pace with companies like Netflix. However, Iger viewed these competitors not just as rivals but as benchmarks to inspire growth and adaptation. Rather than succumbing to the pressure, he led Disney through a strategic transformation that concluded with the launch of Disney+, channeling the vast library of content and beloved characters into a

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competitive streaming platform that has surpassed expectations.

Throughout these turbulent times, Iger's leadership style was a critical asset. He was known for his calm demeanor and ability to communicate clearly, which helped instill confidence in a company facing significant uncertainty. Iger emphasized collaboration and encouraged open dialogue, allowing diverse perspectives and ideas to flourish within the company. This culture not only helped alleviate skepticism but also fostered a sense of shared purpose among employees.

In summary, the challenges faced by Iger during his presidency of Disney were daunting, yet they were pivotal in crafting a narrative of resilience, adaptability, and ultimately, success. Iger's journey through these obstacles illustrates the importance of visionary leadership and the necessity of fostering innovation, all while remaining true to the core values that define the Disney brand.

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## 5. Chapter 4: Major Acquisitions - Expanding Disney's Global Influence

In the evolving landscape of entertainment, Robert Iger's leadership was marked by a series of strategic acquisitions that not only reinforced Disney's dominance but also transformed its global footprint. Iger recognized early on that to compete in an increasingly saturated market, Disney needed to embrace the potential of merging with other media powerhouses. This vision culminated in major acquisitions that would lay the groundwork for Disney's future.

One of the landmark moves was the acquisition of Pixar in 2006. At the time, Pixar was renowned for its innovative animation and storytelling prowess, having produced cultural phenomena such as "Toy Story" and "Finding Nemo." The deal, valued at approximately \$7.4 billion, was a gamble that ultimately paid off as it revitalized Disney's animation division, allowing for a fusion of cutting-edge technology and creative storytelling. This acquisition did not just reinvigorate Disney's animated feature production; it also infused the company with a culture of innovation and collaboration that defined many of its subsequent projects.

Following Pixar, Iger set his sights on other significant acquisitions, notably Marvel Entertainment in 2009. Acquiring Marvel was another bold strategic move, costing Disney \$4 billion. Marvel had established a vast universe of



beloved characters, and under Iger's leadership, Disney was able to capitalize on this foundation. The Marvel Cinematic Universe (MCU) exploded in popularity, with blockbuster films generating billions in revenue. This acquisition changed the way Disney approached merchandising and global marketing, further entwining the brand with its superheroes across various platforms including theme parks, merchandise, and streaming services.

But perhaps the most ambitious acquisition under Iger's helm was the purchase of Lucasfilm in 2012, which brought the iconic "Star Wars" franchise into Disney's fold for about \$4 billion. This acquisition was pivotal, allowing Disney to tap into the existing fanbase and storytelling richness of the "Star Wars" universe while also sparking a new era of films, television series, and themed attractions. Disney's investment in "Star Wars" not only revived interest in the franchise but also redefined the company's capability in producing expansive, cross-media storytelling.

Moreover, Iger understood the significance of direct-to-consumer strategies in a rapidly digitizing world. The acquisition of 21st Century Fox in 2019 for a staggering \$71 billion marked another pivotal moment in Disney's expansion strategy. This deal considerably broadened Disney's portfolio by adding a vast array of film and television content, significantly bolstering its offerings for its streaming service, Disney+.

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In expanding Disney's global influence, these acquisitions represented a calculated effort to not only diversify Disney's content offerings but also to create synergistic opportunities across the media empire. Each deal transformed how Disney approached storytelling, marketing, and consumer engagement, thereby elevating its status as a global entertainment leader. Iger's knack for identifying and nurturing these potential partnerships demonstrated his foresight in understanding the interconnectedness of modern media, allowing Disney to become a multifaceted juggernaut in the entertainment industry.

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## 6. Chapter 5: The Importance of Innovation - Embracing Change in Entertainment

Innovation sits at the core of any successful enterprise, particularly in the ever-evolving landscape of the entertainment industry. In this chapter, I reflect on how Disney's commitment to innovation has not only shaped its past but also ensures its vibrant future. The need to embrace change is not just a necessity but a catalyst that fuels creativity, enhances consumer engagement, and expands the realms of storytelling.

Throughout my tenure at Disney, I've witnessed firsthand how each technological advancement—from the rise of digital media to streaming platforms—has forced us to rethink our strategies and adapt our operations. The introduction of new technology often brings both challenges and opportunities. For instance, as we began to pivot towards digital content, we recognized that the audience's viewing habits were shifting dramatically. People were increasingly favoring on-demand options over traditional viewing schedules. This recognition ignited a fresh wave of innovation within our organization, pushing us to explore new distribution methods through the launch of Disney+.

The development of Disney+ exemplifies our commitment to innovation. Rather than viewing streaming services like Netflix as competitors, we chose to see them as a reason to innovate. By investing deeply in our own



platform, we aimed not just to catch up but to redefine what streaming could mean for storytelling and family entertainment. We understood that it was crucial to offer a diverse range of content that appealed to various age groups and preferences. Thus, we harnessed the vast library of Disney classics, Marvel superhero films, Star Wars sagas, and even new originals to create a uniquely rich viewing experience.

Moreover, fostering a culture of innovation within the organization has been vital. Encouraging creativity among employees, from engineers to storytellers, has always been paramount at Disney. I emphasized the idea that every team member should feel empowered to share their ideas, no matter how unconventional. By creating an environment that celebrates creativity, we have not only fostered groundbreaking projects but also encouraged teams to take calculated risks.

One key lesson I've learned is that innovation is not merely about adopting new technologies or platforms but about revolutionizing the storytelling process itself. For example, Virtual Reality (VR) and Augmented Reality (AR) are changing how we experience stories. Disney's foray into immersive experiences with theme parks and related media exemplifies how blending technology with creativity yields magical results. This holistic approach to storytelling challenges us to continually think beyond the screen, allowing audiences to participate actively in our narratives.

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Additionally, engaging with consumer feedback serves as a powerful driver for innovation. Listening to our audience and incorporating their insights into our strategies has proven essential in keeping Disney relevant. We have prioritized understanding our audience's desires and aspirations through analytics and direct interaction, ensuring that our innovations are aligned with their preferences.

As we navigate the future of entertainment, the importance of innovation becomes increasingly clear. The landscape is continually changing, with new formats, platforms, and audience expectations emerging rapidly. To thrive, we must remain agile, welcoming change and infusing our creative processes with fresh ideas and perspectives. Every step taken in innovation opens up possibilities for connection, fostering deeper relationships with our audiences.

In summary, Disney's journey of embracing innovation has been instrumental in maintaining its place as a leader in entertainment. By valuing change, nurturing a culture of creativity, leveraging modern technology, and keenly listening to our audience, we can paint the future of storytelling while delighting the hearts of fans worldwide.

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## 7. Conclusion: Reflections on Legacy and Future Directions of Disney

As Robert Iger reflects on his extraordinary tenure at the helm of Disney, he recognizes that his legacy is not just encapsulated in the successful acquisitions or the innovative transformations that shaped the company but also in the culture of creativity and inclusivity that he aimed to foster. Iger's approach was always about storytelling, the core of Disney's mission, which he believed should continue to evolve in an increasingly digital and globalized landscape.

One of Iger's most significant contributions was his commitment to nurturing young talent and encouraging a diverse range of voices within the company. He understood that the next generation of storytellers would redefine what it means to captivate audiences, and he was steadfast in his belief that diversity would lead to richer narratives. This commitment to inclusivity not only broadened Disney's appeal but also strengthened its cultural relevance across different demographics worldwide.

Iger's legacy is deeply intertwined with the strategic acquisitions of Pixar, Marvel, Lucasfilm, and 21st Century Fox. Each acquisition was not merely a business move; it was an opportunity to embrace new narratives and creative possibilities that expanded Disney's universe. However, as the company looks to the future, it must continue to leverage these assets while ensuring

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they remain true to the Disney ethos of magical storytelling. Iger emphasizes that the success of Disney moving forward will require a careful balance of honoring its rich heritage while simultaneously innovating in ways that excite new audiences, especially in markets outside the United States.

The ongoing evolution of technology presents both challenges and opportunities for Disney. Streaming services have transformed the entertainment landscape, requiring companies to rethink their distribution models and content strategies. Iger's foresight in launching Disney+ reflects his understanding of the need to adapt in an ever-changing industry. He believes that the future of Disney lies in creating high-quality, original content that can attract viewers to its platforms. This involves not only continuing to invest in blockbuster franchises but also exploring unique narratives that resonate with viewers.

Looking ahead, one of the critical areas for Disney is to further explore the potential of immersive storytelling experiences. Iger hailed the success of Disney parks and their unique ability to bring stories to life, and he encourages the company to consider how technology can enhance these experiences. Virtual reality, augmented reality, and interactive media offer exciting possibilities for engaging audiences in ways that traditional media cannot. By embracing these innovations, Disney can create deeper connections with its audience, ensuring that its stories continue to captivate

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and inspire.

Iger concludes with a focus on the enduring values that have made Disney a beloved institution: imagination, optimism, and a commitment to creativity. As he entrusts the future of the company to new leaders, he hopes that they will carry forward these values while remaining agile and open to change. The world is in constant flux, and Iger's vision for Disney rests on a foundation that honors the past while boldly facing the future.

In summary, Robert Iger's reflections on his time at Disney underscore a profound understanding of legacy and innovation. His leadership was marked by a dynamic blend of respect for tradition and an unwavering commitment to progress, a hallmark that he hopes will guide Disney in the years to come. As the company navigates the complexities of the future, Iger's insights remind us that the heart of Disney will always be its stories – timeless narratives that connect, inspire, and bring joy to audiences around the globe.

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## 5 Key Quotes of The Ride Of A Lifetime

1. The biggest risk is taking no risk. In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking risks.
2. Innovation is about taking risks, but it's also about taking relevant risks based on viable ideas.
3. The job isn't just to run a great business; it's to create a culture that allows people to thrive and pursue their passion.
4. You can't be afraid to fail. It's the way you learn, and it's the way you innovate.
5. The power of storytelling, of bringing narratives to life, is something that can and should be embraced by everyone.

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