



Odyssey: Pepsi to Apple

By John Sculley

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London published Autobiography

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Odyssey: Pepsi to Apple By John Sculley Bibliography

- Sales Rank: #8306039 in Books
- Published on: 1988
- Format: Import
- Original language: English
- Number of items: 1
- Binding: Hardcover
- 464 pages

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Editorial Review

From Library Journal

The chairman and CEO of Apple Computer, with the aid of a Business Week editor, vividly describes how, after working as an executive for Pepsi-Cola, developing winning strategies in the Cola Wars, and being promoted to president at age 38, he abandoned a "second-wave" company to join Apple, a "third-wave" firm epitomizing flexibility, creativity, and innovation. Sculley tells of his mistakes, failings, and successes and ends chapters with lessons in management or marketing. Highly recommended for business students and anyone curious about a CEO's life. Leonard Grundt, Nassau Community Coll. Lib., Garden City, N.Y.

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Users Review

From reader reviews:

Alfred Zoeller:

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