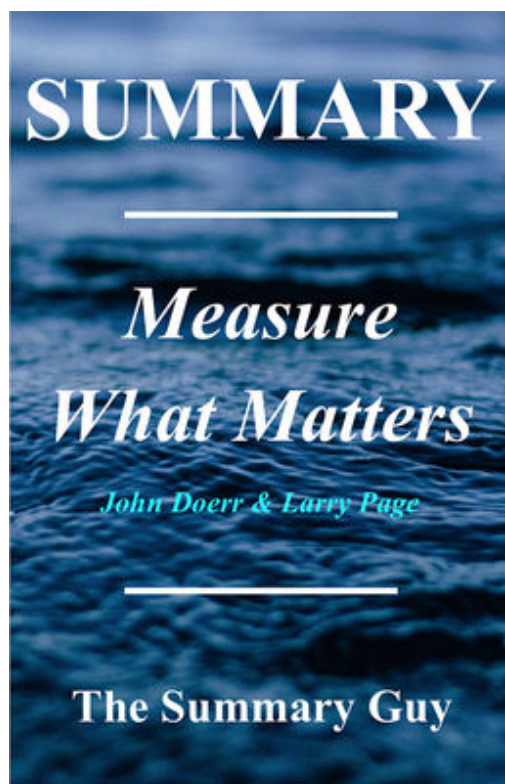


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Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs - A Complete Summary!

Measure What Matters is a book in which John Doerr, the author of the book, writes about objectives and key results in order to direct a company towards success. Besides explaining what it takes a specific company to be successful, the author also explains what “OKRs” are and what their function is.

As readers read the book, they get the chance to learn how OKRs help in the goal-setting process of an organization. Moreover, the author describes the four “superpowers” of OKRs. These include: “focus and commit, align and connect, track, and stretch.” According to the author, these four superpowers will drive any company to a high-performance level. Besides simply defining and describing what the author wants to say and describe, we can also read practical examples. Here the author uses examples of several highly successful companies, such as Google, Intel, and Bono.

“*Measure What Matters*” is a book that wants to teach its readers how every company can reach success. However, there are certain rules that need to be followed in order to achieve success. What these rules are and how to follow them, readers can read in the following summary.

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título	:	Measure What Matters
Autor	:	The Summary Guy
Category	:	Economics
Published	:	Oct 07, 2018
Publisher	:	Digital Products Management
Seller	:	Sze Lam
Print Length	:	35 Pages
Size	:	2.93MB

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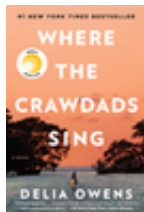
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