

《(商业史上最愚蠢的时刻)DUMBES》

图书基本信息

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内容概要

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Book Description

Business 2.0 magazine publishes an annual cover story called "The Dumbest Moments in Business", featuring 101 hilarious items about the year's most unbelievably stupid business blunders. With more than half a million print subscribers and over two million visitors to the website this year, its popularity is escalating. In this volume, the editors of Business 2.0 have compiled the very best of their first four annual issues plus great moments from the past. Grouped by theme, this really is a rib-tickling romp through the most catastrophic business moments ever.

Book Dimension

length: (cm)19.7

width:(cm)12.8

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作者简介

Adam Horowitz is the deputy editor of Business 2.0 and a creator of "The 101 Dumbest Moments in Business," one of the magazine's most popular annual features. He and his fellow editors are based in San Francisco. Which is good, because a number of restaurants in his former home of Santa Fe-in not-at-all-dumb moments of business judgment-have banned him for publicly ridiculing their shortcomings.

Visit Business 2.0 online at www.business2.com.

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