

## **Brick by Brick: How LEGO Rewrote the Rules of Innovation and Conquered the Global Toy Industry**



Filesize: 4.38 MB

### **Reviews**

*It is one of my favorite publications. Indeed, it can be playful, nonetheless an interesting and amazing literature. I discovered this publication from my friend and dad suggested this publication to understand.*  
**(Camryn Williamson)**

## BRICK BY BRICK: HOW LEGO REWROTE THE RULES OF INNOVATION AND CONQUERED THE GLOBAL TOY INDUSTRY

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Crown Business, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Well told. Mr. Robertson, with the benefit of access to staff at Lego and partner companies, provides unusually detailed reporting of the processes that led to Lego's current hits." -Wall Street Journal "Robertson uncovers and shares a rare inside exploration of innovation-led transformation at its worst - and best. Any manager can learn from these lessons." -Forbes "An engaging, surprisingly suspenseful and intimate view of the inner workings, leadership dynamics and decision-making process." -Success "Good storytelling, with considerable insight into Lego's efforts at innovation, including both successes and failures." -Winnipeg Free Press "A valuable read for any business leader or student, but will also delight those familiar with the beloved toy." - Publishers Weekly starred review "A fascinating book. The story of how Lego came perilously close to disaster but then transformed itself into one of the most successful and innovative companies in the world serves both as an inspiration and an object lesson." -Chris Anderson, bestselling author of The Long Tail and Makers " Brick by Brick is a fascinating study of an iconic toy company that figured out how to stay relevant in a rapidly changing market by returning to its core values and the guiding principles that made it a success in the first place. A must-read for any executive struggling with change." - Bryce G. Hoffman, journalist and author of American Icon: Alan Mulally and the Fight to Save Ford Motor Company "In an era filled with so many disheartening stories of corporate failure its refreshing to witness the turn-a-round success of one we have all grown up with during our childhood and that will continue for generations to come." -Adam Reed Tucker, LEGO Architectural Artist "David Robertson and Bill..."



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