



## ¡Moonshot!

*John Sculley*

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“El futuro pertenece a quienes ven las posibilidades antes de que sean obvias”.

John Sculley

Este es el momento cúlspide de las industrias creativas exitosas, producto de ideas que transforman la manera de comprender el mundo. Moonshot es un término usado en Silicon Valley para referirse a estas innovaciones que han revolucionado la manera en que concebimos la vida y el trabajo diario.

A partir de esa premisa, John Sculley demuestra cómo el pensamiento creativo te ayuda a concretar negocios innovadores tan impactantes como las empresas que él ha dirigido: Pepsi y Apple. Su objetivo es que encuentres y potencialices las ideas más creativas que hay en ti, ya sea para dirigir las a la invención de una empresa o para aplicarlas en tu vida diaria.

Sculley afirma que estamos en el momento justo para que surja una nueva generación de emprendedores, creadores e investigadores que renueven el espíritu creativo y desarrollen proyectos revolucionarios. Por ello, revela las estrategias, las herramientas y los insights que aprendió como parte de su trayectoria en empresas creativas —y que actualmente utiliza en sus propias compañías—.

## ¡Moonshot! Details

Date : Published 2016 by Planeta México (first published October 13th 2014)

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Author : John Sculley

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## From Reader Review ;Moonshot! for online ebook

### Carlos Vázquez says

"Un emprendedor es alguien que se atreve a soñar los sueños de los ingenuos y luego los hace realidad"  
Emprender es un trabajo que requiere precisamente dedicación y no tenerle miedo al fracaso, estamos en una época donde tenemos todo en nuestras manos para dar rienda suelta a esa idea que tenemos en mente o mejorar también ese servicio que ya existe. Uno de los puntos más importantes abarcados en este libro sin duda sería el rodearte del mejor equipo posible porque los grandes proyectos no se construyen por una sola persona.

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### Prashant Tyagi says

John emphasizes that future belongs to adaptive innovators who have their business goals focused around giving best customer service experience. With the rise of technology today's consumer has become smart customer and is loyal to you until some other company offers better product/services at a better price.

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### Ian says

Is John Sculley out of touch? "[Millennials] will conserve their spending by economizing where they eat, but will still splurge for a ticket to a hip-hop music event." I rest my case.

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### Méhdi Kazéminia says

It is a very inspiring text for entrepreneurs and business owners. The experiences that John Sculley shares and his approaches toward the future of business that comes from his years of experiences in the edge if innovative market of the world is very valuable.

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### Barb Wiseberg says

This is a great business book.

Mr. Sculley, the former CEO of Pepsi and Apple, has written an information, up the the minute book on the emerging consumer and business marketplace.

The key takeaways are:

Disruptive pricing and adaptive technology are very, very important.

However, the key to success for great companies is ensuring they continually deliver a Better Customer Experience.

A great read!!!!

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### **Kimmo Luoma says**

Ex-Apple CEO still rules!

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### **James Ferrari says**

Moonshot is an extremely timely and important book which gives the road map not just for business as we know it, but for how to communicate, decide, learn, storytell, travel, and essentially live during probably the rarest technological period of human history. Sculley argues that every business will, if it hasn't already, be turned on its head so that their adaptability with respect to every aspect of consumer wants will be what drives them forward. Easy sincere read written by one of the top business CEOs of our time.

“Existing businesses aspiring to become adaptive corporations need to commit to understanding what exactly an adaptive innovator is and how that differs from both systemic designers and knowledge workers. In the end, they will actually need conscious planning to move them from a decades-imbedded orientation of knowledge work, to a new mindset of continuous adaptive innovation centered on the customer.”  
? John Sculley, Moonshot!

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### **Rob Enderle says**

An excellent overview of what it takes to create a disruptive product containing critical tidbits necessary for success like staffing and certainly implying what many young companies often don't realize, the value of a powerful connected subject matter expert as a mentor. It is an easy read with value far above its price.

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### **Nirmal Jose says**

Must read book - Adaptive innovator, Adaptive Corporation, Learn from mistake, Do Cheap Mistake, Have Plan B - WOW :)

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### **Travis Ogden says**

Decent business book which discusses current trends and building billion dollar business ideas. The author stays pretty high level on all of the topics he touches on.

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### **Nic Brisbane says**

Moonshot is ok, but didn't break enough new ground to rate more than three stars. Sculley talks about cloud,

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mobile and sensors, and the centrality of great customer experience, all of which have been well discussed for a while now, and his thoughts on the evolution of the American middle class were unconvincing. I found Part IV the most interesting, which discusses how to prepare for success.

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### **Jose Neto says**

Moonshot é um termo utilizado no Vale do Silício para descrever tecnologias que impactam o mundo. Assim como o computador pessoal, hoje as tecnologias de Mobile, Big Data, Cloud Computing, Robótica, AI, Biologia Sintética, entre outras estão alterando nosso mundo. Estas tecnologias exponenciais, favorecem os chamados empreendedores adaptativos, que desenvolvem empresas disruptivas que alteram drasticamente os negócios no mundo. É o momento para se desenvolver empresas que podem valer rapidamente 1 bilhão de dólares.

Nesta nova etapa, o poder muda de mãos, dos produtores em controle, para os consumidores em controle, considerando os bilhões de pessoas conectadas na Internet, e os próximos bilhões que virão nos próximos anos.

É quase inimaginável saber o quanto o mundo vai mudar em um período breve de tempo e o quanto estas tecnologias vão impactar nossas vidas, assim também quais poderão ser então "MoonShot".

O autor, John Sculley, Senior, foi CEO da Apple, trazido por Steve Jobs, em um período inicial da empresa. Vale a pena ler, se você gosta de desafios e quer entender para onde o mundo vai indo nos próximos anos. Um alerta também para quem tem uma empresa e precisa reinventá-la.

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### **Stanley Turner says**

Excellent book by John Scully read this book as a recommendation I would recommend it for anyone to read. He discusses the innovators who will be leaders of the business world...

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### **Jose Papo says**

Moonshot is a very good book. I only gave 4 stars because I read already many books on the topic and there are 2 other books I consider better: Exponential Organizations and How to Build a Billion dollar app. But as a first book on the subject is great and can open your mind. For me the chapters really different were the ones talk about the changing social and economic parameters like the new middle class. Overall a nice book to understand why to invest in moonshots.

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