

## **Maverick The Success Story Behind Worlds Most Unusual Workshop Ricardo Semler**

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### **Maverick The Success Story Behind**

My review of "Maverick!: The Success Story Behind the World's Most Unusual Workplace" by Ricardo Semler. Ricardo is a successful Brazilian entrepreneur and experienced keynote speaker. The book was published in 1993. Maverick is the story of Semco, a manufacturing company that was started by Ricardo's father.

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This is an inspirational story about how you can achieve success even when you dont stick to the age old corporate or capitalist structure. Must read. This Covid-19 crisis could help organisations take a hard look at themselves and take few ideas from Semler into becoming modern for the current millennium.

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Semler turned his family's business, the aging Semco corporation of Brazil, into the most revolutionary business success story of our time. By eliminating unneeded layers of management and allowing employees unprecedented democracy in the workplace, he created a company that challenged the old ways and blazed a path to success in an uncertain economy.

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Maverick - The Success Story Behind the World's Most Unusual Workplace by Ricardo Semler - Summary and Book Notes. Ricardo Semler changed a traditional manufacturing company into one where staff set their own salary, vacations were mandatory, books were open, and workers had autonomy to run their job as they like.

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Maverick: The Success Story Behind the World's Most Unusual Workplace by Ricardo Semler (1993-09-01) on Amazon.com. \*FREE\* shipping on qualifying offers. Maverick: The Success Story Behind the World's Most Unusual Workplace by Ricardo Semler (1993-09-01)

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This complete summary of the ideas from Ricardo Semler's book "Maverick" explores the reasons behind the amazing success of the company Semco. Founded in Brazil in 1952, its revenues had risen by 600% in 1993, despite the fact that Brazil was in recession.

### **Maverick: The Success Story Behind the World's Most ...**

Maverick!: The Success Story Behind the World's Most Unusual Workplace is a business autobiography by Ricardo Semler published in 1993 by Warner Books. The book relates the management succession and increasingly unorthodox ethos of Semco, which grew to become one of Brazil's largest conglomerates. First published in Brazil in 1988 as Turning the Tables, it became the all-time best-selling nonfiction book in Brazil's history. Semler further described the unusual corporate transition in The Seven-

### **Maverick (book) - Wikipedia**

Maverick: The Success Story Behind the World's Most Unusual Workplace Paperback - 1 May 1995 by Ricardo Semler (Author) 4.7 out of 5 stars 161 ratings

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**Maverick!: The Success Story Behind the World's Most ...**

MAVERICK is a chronicle of corporate change--a change so vast and successful that Semco has been visited by over 400 corporate representatives from around the world who want to see it in action. In 1980, 21-year-old Ricardo Semler took over the reins of the company his father founded and built.

**Maverick: The Success Story Behind the World's Most ...**

Maverick: The Success Story Behind the World's Most Unusual Workplace ISBN/UPC 0446516961 Title: Maverick: The Success Story Behind the World's Most Unusual Workplace Authors: Semler, Ricardo Binding: Hardcover Publisher: Grand Central Pub Publication Date: Sep 1 1993 Edition: Condition : Used - Very Good . . All orders guaranteed and ...

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