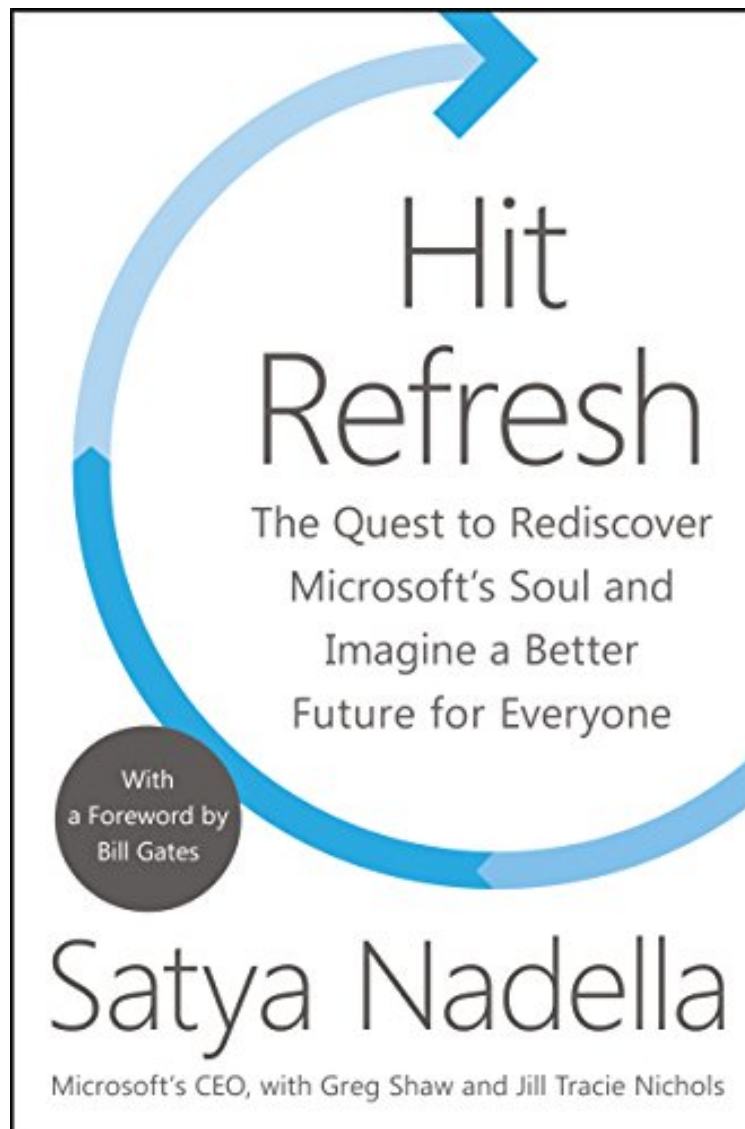


(Ebook free) Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone

## Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone

*Satya Nadella, Greg Shaw, Jill Tracie Nichols*  
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**Satya Nadella, Greg Shaw, Jill Tracie Nichols : Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone:

35 of 39 people found the following review helpful. An important person for business, whether he succeeds or failsBy Chris GardnerMS was the company I was told to hate growing up. Ballmer and Gates were staunch competitors, to a

fault. All they cared about was money. They stifled innovation. While some of these aspects were occasionally true, I've seen a sea change the last few years. Microsoft is now the company willing to take risks. They're willing to listen. They may not execute exactly as customers want, particularly at first, but they iterate fast and often. They're not as interested in milking the cash cow. The cultural turnaround is shocking... and welcome. Enterprises take on the culture of their leaders, and Satya has clearly left an empathetic, but thoughtful impact on his employees. It's a bit early to call if this will be a success - Ballmer and Gates were arguably successes despite their hardnosed attitudes. However, if he succeeds (and so far he's doing well) it will be a great case study on how to lead in business while still being a good person.

10 of 11 people found the following review helpful. For any leader seeking to create a healthier organizational culture

By danah boyd I work at Microsoft Research. When people ask me why, I always talk about how much I admire and have learned from the leadership of the company. Few people believe me, given Microsoft's infamous past as a corporate bully. What I love about this book is that it offers detailed insight into why today's Microsoft is not the same as what I grew up with. Weaving together Satya's personal story, the story of Microsoft, and his vision for the future, this book provides deep insight into his approach to leadership. I think it's a critical read for those leaders who are trying to develop a healthy organizational culture (or turn around one that's corrosive). The humility, passion, and vision that Satya brings to work every day - and that is clearly on display in this book - is essential. I only wish these attributes were more common.

22 of 27 people found the following review helpful. Not yet another CEO's ghost written tome!

By Mohan Babu K It is a time-honed tradition among tech CEOs and executives to pen down a biography. The intent is generally multifold - to use it as a vehicle to clarify their viewpoints, and also to solidify their personal legacies. Nadella's book follows the pattern of his mentor Bill Gates' bestseller "Business @ the Speed of Thought" that tried to make sense of the seismic changes during the earlier dot.com era. This book takes us through Microsoft's transformation through the digital-cloud era. Hit Refresh, as the title suggests, is Nadella's attempt to take us through his company's ongoing transformation to "refresh" the strategy, and his quest to "Rediscover Microsoft's Soul." A soul that essentially encompasses everything from the culture to competitive landscape and industry partnerships. Of course, corporate watchers and researchers are bound to wonder if a company really has a "soul." As a blogger who continually pursues South Asian "success stories," I have been following Nadella's journey and his ascend to the top of American multinational is an inspiration to a generation of Indian Americans. In the book, Nadella takes us through the journey in his own words: from his childhood in India to the CEO of a Tech giant, that makes for an interesting read. The book concludes with Nadella's vision for the coming wave of digitization and explores its potential impact on society. Techies and students of business strategy are sure to find nuggets of insights in the book.

Bottomline: This is not yet another CEO's ghost written tome - Nadella gives writer Greg Shaw full credit as a co-author - and the tone and themes in the chapters certainly reflect that of Microsoft's leader.

At the core, Hit Refresh, is about us humans and the unique quality we call empathy, which will become ever more valuable in a world where the torrent of technology will disrupt the status quo like never before. Satya Nadella from Hit Refresh has charted a course for making the most of the opportunities created by technology while also facing up to the hard questions. Bill Gates from the Foreword of Hit Refresh Hit Refresh is about individual change, about the transformation happening inside of Microsoft and the technology that will soon impact all of our lives - the arrival of the most exciting and disruptive wave of technology humankind has experienced: artificial intelligence, mixed reality, and quantum computing. It's about how people, organizations, and societies can and must transform and "hit refresh" in their persistent quest for new energy, new ideas, and continued relevance and renewal.

Microsoft's CEO tells the inside story of the company's continuing transformation, tracing his own personal journey from a childhood in India to leading some of the most significant technological changes in the digital era. Satya Nadella explores a fascinating childhood before immigrating to the U.S. and how he learned to lead along the way. He then shares his meditations as a sitting CEO - one who is mostly unknown following the brainy Bill Gates and energetic Steve Ballmer. He tells the inside story of how a company rediscovered its soul - transforming everything from culture to their fiercely competitive landscape and industry partnerships. As much a humanist as engineer and executive, Nadella concludes with his vision for the coming wave of technology and by exploring the potential impact to society and delivering call to action for world leaders.

"Ideas excite me," Nadella explains. "Empathy grounds and centers me." Hit Refresh is a set of reflections, meditations, and recommendations presented as algorithms from a principled, deliberative leader searching for improvement - for himself, for a storied company, and for society.

In this thoughtful debut, the Indian-born Nadella tells the story of his personal life and his work as a change-making leader, and he explains the coming importance of machine intelligence. The author emerges as a modest, likable individual from an accomplished family. A valuable blueprint for techies and others in a culture-change state of mind. (Kirkus)

About the Author Satya Nadella is chief executive officer of Microsoft. Before being named CEO on February 4, 2014, he held leadership roles in both enterprise and consumer businesses across the

company. Originally from Hyderabad, India, Nadella lives in Bellevue, Washington. He earned a bachelor's degree in electrical engineering from Mangalore University, a master's degree in computer science from the University of Wisconsin-Milwaukee and a master's degree in business administration from the University of Chicago. Nadella serves on the board of trustees to Fred Hutchinson Cancer Research Center. He is married and has three children.