



## Moonshot!

*John Sculley*

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# **Moonshot!**

*John Sculley*

## **Moonshot!** John Sculley

“The future belongs to those who see the possibilities before they become obvious... This is the most exciting time ever to be part of the business world.”

Throughout history, there are some events that stand out as so groundbreaking that they completely change life as we know it. The Apollo moon landing of 1961 was one of those events—the invention of the Apple personal computer was another. In this book, John Sculley—former CEO of both Pepsi and Apple—claims we are in an era that is giving birth to numerous groundbreaking events and inventions—moonshots—that will change the way we live and work for generations to come.

The time is ripe, according to Sculley, for a new breed of innovative entrepreneurs to build businesses across industries that will bring in billions of dollars—while changing people’s lives for the better. And in this book, he’ll show you how to do it. *Moonshot!* lays out a roadmap for building a truly transformative business, beginning with a can’t-fail concept and drawing on clear examples from companies who’ve done innovation right.

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