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The Exclusive Story behind Intuit's Hard-Won Success It's a modern-day David and Goliath story for the business world: a company dreamed up at a kitchen table, built on explosive PC growth, and forced to battle a giant in the race to revolutionize an industry. This is the story of Intuit, creator of renowned software products like Quicken, QuickBooks, and TurboTax-the company that beat mighty ...

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Written by Intuit veteran Suzanne Taylor and seasoned business manager Kathy Schroeder - who were granted exclusive interviews with founder Scott Cook and other key figures - "Inside Intuit" tells this company's original and fascinating tale for the first time. The book vividly recounts each dramatic stage of Intuit's development: from initial conception to "bet the company" investments; from ...

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Inside Intuit: ePUB Æ How the Makers of Epub / Intuit: How the Makers of PDF or Intuit: How the MOBI ó This work analyzes all critical junctures chronologically in the software company Intuit's growth from a marketing and a leadership perspective.

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Inside Intuit: How the Makers of Quicken Beat Microsoft and Revolutionized an Entire Industry. By Kathy Schroeder, MBA '90, Suzanne Taylor, MBA '90, AB '85, John E. Doerr. Harvard Business School Press, 2003. Inside Intuit tells the inside story of one of the most successful companies in Silicon Valley.

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Inside Intuit: How the Makers of Quicken Beat Microsoft and Revolutionized an Entire Industry. Boston, Mass.: Harvard Business School Press. ISBN 978-1-59139-136-4. - recounts the early years of Intuit, including the aborted acquisition by Microsoft. Intuit to Make Health 'Quicken' - Health Data Management, April 13, 2006

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How a New CEO Re-energized Intuit 11/10/2003 Steve Bennett took over Intuit in 2000, quickly diagnosing an underperforming company. This excerpt from the new book Inside Intuit shows how the GE veteran took command. by Suzanne Taylor and Kathy Schroeder After the analyst meeting, Bennett reflected,

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