

## Samsung 3.0: Talent, Technology and Timing



Was Samsung's Chairman Kun-Hee Lee greater than Jack Welch, former CEO of GE? During his reign, Samsung rose from an unknown Korean company to one of the Top 10 Global brands. Through stories and fables mostly unknown outside of Korea, Samsung 3.0 tells the success secrets of the Republic of Samsung. For over 75 years, Samsung has had only two chairmen father and son. It explains how Samsung founder Byung-Chull Lee set a foundation for a great corporation with a talent-first policy. It portrays the founders entrepreneurial spirit and Midas touch that enabled Korea to get out of poverty, and gives insights into his enigmatic son, the visionary successor nobody knows. The book describes Lee's unique leadership philosophy, change management and talent development strategies that accelerated Samsung's dramatic transformation for the last 20 years. Samsung 3.0 shows readers how to: Win like Samsung Scan the environment for the right timing Think 3D like Kun-Hee Lee Execute Mega Changes with a new language and constitution Thrive in a permanent crisis Delight customers with design, quality and service This book will help readers better understand Samsung's DNA, Korean corporate culture and Asian leadership principles. Samsung's partners and suppliers will understand what to expect from working with Samsung and learn how to: Build relationships with Korean customers and partners Do due diligence before negotiation Improve communication and collaboration across cultures For global HR and talent development leaders, this book will present possibilities for creating hybrid global leadership practices based on ancient Asian wisdom. In the last chapter, Kim recommends nine strategies to help Samsung (and other multinationals) build a truly global company that will inspire the world with inclusive practices and Asian

virtues of humility and grace.

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