

What is the mystery behind Microsoft's success with the LinkedIn deal?

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Microsoft has made a number of big acquisitions, but not every project has brought success, even leading to a 'failure', such as the case of Nokia or aQuantive. So what's the difference here? The following is a comment from LinkedIn CEO Jeff Weiner in an interview with CNBC.



When Microsoft acquired LinkedIn, CEO Satya Nadella made a commitment to allow LinkedIn to operate 100% independently under the leadership of Jeff Weiner as the head of the company, only responsible. Report directly to Satya Nadella. In addition, LinkedIn co-founder Reid Hoffman will not leave but stay in a position on Microsoft's board of directors. It can be said that CEO Satya Nadella gave LinkedIn the irrepressible autonomy for a subsidiary.

This does not mean that Microsoft does not have any plans or orientations for LinkedIn, but the previous failures have given Microsoft a lesson in the management policy of its subsidiary. The seamless, seamless connection between LinkedIn and the Microsoft application ecosystem is one of the most significant changes, making a great contribution to the success. For example, LinkedIn can now be quickly accessed from Microsoft Outlook, or the Smart Newsfeed feature that retrieves information from Office applications can be considered a way for

managers to understand what project staff are doing. on LinkedIn.

After a brief period of uncertainty, LinkedIn's business situation gradually stabilized and accelerated as the new leadership team confidently made more independent decisions. LinkedIn itself is not as concerned as Nokia and aQuantive after becoming a subsidiary of Microsoft, but this has made them successful. With a talented, assertive, and creative leadership team, LinkedIn will surely achieve even more success in the future.

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