

Rethinking the Future: Rethinking Business Principles, Competition, Control and Complexity, Leadership, Markets and the World (New edition)



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Reviews




*The book is fantastic and great. It is loaded with knowledge and wisdom You are going to like the way the article writer create this ebook.
(Amaya King)*

RETHINKING THE FUTURE: RETHINKING BUSINESS PRINCIPLES, COMPETITION, CONTROL AND COMPLEXITY, LEADERSHIP, MARKETS AND THE WORLD (NEW EDITION)



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Nicholas Brealey Publishing. Paperback. Book Condition: new. BRAND NEW, Rethinking the Future: Rethinking Business Principles, Competition, Control and Complexity, Leadership, Markets and the World (New edition), Rowana Gibson, Alvin Toffler, Heidi Toffler, This volume provides insights from business thinkers on their visions of tomorrow. Powerful new forces are reshaping the world today. Traditional boundaries between industries and disciplines are rapidly blurring, and the old rules of management no longer make sense in a post-industrial world. This book looks at how organizations can be redesigned to survive and thrive in tomorrow's hyper-competitive global environment; how they can learn to adapt to change and improve their performance; and how they should be "managed", if at all. It examines the changing role of the leader and the powerful influence of corporate culture. It probes the universal principles and values that ultimately govern the success of any leader or organization. It also looks at strategies for creating tomorrow's competitive advantage and tomorrow's markets. It offers a glimpse of the future of marketing, which will be driven by new demographics, new global markets and new technology. Most importantly of all, the book gives readers a framework for understanding the big picture. It provides a panoramic perspective that puts all the pieces together in a coherent and easily understandable context. Tomorrow's executives will need to understand business at a far more global and synergistic level than ever before, and to feel comfortable leading people who have learned to manage themselves. Contributors include Stephen Covey, Charles Handy, Michael Porter, Gary Hamel, C.K. Prahalad, Al Ries and Jack Trout, Philip Kotler, Regis McKenna, Michael Hammer, Eli Goldratt, Peter Senge, John Kotter, Warren Bennis, John Naisbitt, Lester Thurow and Kevin Kelly.

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