

《如同管弦乐编曲的领导》

图书基本信息

书名：《如同管弦乐编曲的领导》

13位ISBN编号：9780470030714

10位ISBN编号：0470030712

出版时间：2006-10

出版社：John Wiley & Sons Inc

作者：Wallin, Johan

页数：394

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：www.tushu111.com

《如同管弦乐编曲的领导》

内容概要

Digital convergence is redefining industries, and putting information, knowledge and collaboration at the heart of strategic leadership and management. In the face of such change it is those leaders who can 'orchestrate' a complex network of employees, customers and suppliers in a single ongoing learning experience that will succeed. Exploring four learning roles for customers (information acquirer; explorer; performer; inventor) and orchestrators (conductor; architect; auctioneer; promoter), Business Orchestration provides a strategic view of how to harness digital convergence by mobilizing and integrating the resources of other companies to create business value.

《如同管弦乐编曲的领导》

作者简介

JOHAN WALLIN, who started his career as a marketing executive, is now managing partner of Synocus Group, an international consulting company with offices in Helsinki, Shanghai and New York. He co-authored the book Prime Movers with Professor Rafael Ram í r

《如同管弦乐编曲的领导》

书籍目录

Acknowledgments Introduction Part I: Conditions for Prime Movership 1 Value-Creating Capabilities 2 Focus on Learning 3 Orchestrating Leadership Part II: Learning Contexts 4 Information Acquisition 5 Problem Solving 6 Co-Experiencing 7 Insight Accumulation 8 Transitional Objects Part III: Building Capabilities 9 Core Resources 10 Offering Concepts 11 Customer Interactions 12 Value Constellations Constellations 13 The IOCC Framework Part IV: The Leader as Orchestrator 14 The Leader as Conductor 15 The Leader as Architect 16 The Leader as Auctioneer 17 The Leader as Promoter 18 Thriving, Aware, and Engaging Epilogue The Business Idea The Business Leader as Statesman Orchestration and the World of People Notes References Index

《如同管弦乐编曲的领导》

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：www.tushu111.com