

# 《RESULTS - KEEP WHAT'》

## 图书基本信息

书名：《RESULTS - KEEP WHAT'S GOOD 成效》

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作者：Neilson, Gary; Pasternack, Bruce

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## 内容概要

Every company has a personality. Does yours help or hinder your results? Does it make you fit for growth? Find out by taking the quiz that 's helped 50,000 people better understand their organisations at OrgDNA.com and to learn more about Organizational DNA.

Just as you can understand an individual 's personality, so too can you understand a company 's type — what makes it tick, what 's good and bad about it. Results explains why some organizations bob and weave and roll with the punches to consistently deliver on commitments and produce great results, while others can 't leave their corner of the ring without tripping on their own shoelaces. Gary Neilson and Bruce Pasternack help you identify which of the seven company types you work for — and how to keep what 's good and fix what 's wrong. You 'll feel the shock of recognition ( “ That 's me, that 's my company ” ) as you find out whether your organisation is:

Passive – Aggressive ( “ everyone agrees, smiles, and nods, but nothing changes ” ): entrenched underground resistance makes getting anything done like trying to nail jelly to the wall

Fits – and – Starts ( “ let 1,000 flowers bloom ” ): filled with smart people pulling in different directions

Outgrown ( “ the good old days meet a brave new world ” ): reacts slowly to market developments, since it 's too hard to run new ideas up the flagpole

Overmanaged ( “ we 're from corporate and we 're here to help ” ): more reporting than working, as managers check on their subordinates ' work so they can in turn report to their bosses

Just – in – Time ( “ succeeding, but by the skin of our teeth ” ): can turn on a needle and create real breakthroughs but also tends to burn out its best and brightest

Military Precision ( “ flying in formation ” ): executes brilliant strategies but usually does not deal well with events not in the script

Resilient ( “ as good as it gets ” ): flexible, forward – looking, and fun; bounces back when it hits a bump in the road and never, ever rests on its laurels

For anyone who 's ever said, “ Wow, that 's a great idea, but it 'll never happen here ” or “ Whew, we pulled it off again, but I 'm tired of all this sprinting, ” Results provides robust, practical ideas for becoming and remaining a resilient business. PRAISE FOR RESULTS “Bad management is like the weather – everyone likes to talk about it, but it 's hard to get any – one to actually do anything about it. This well – researched, thorough book is your first step to fixing the big picture.” Seth Godin, author of All Marketers Are Liars. “Highly readable and right on target, results will help readers at all leadership levels understand why their organisations fall short, frustrate talented people, and deny even the most obvious needs for change. In the hands of committed leaders, Results will get results.” Hank McKinnell, Chairman and CEO of Pfizer, Inc., and author of A Call Action: Taking Back Healthcare For Future Generations. “I highly recommend this practical book on how to organise and deliver the optimal results you always wanted but never achieved.” Dick Kovacevich, Chairman and CEO of Wells Fargo Bank. “Results makes a solid case for organisations types and the four blocks that make up a companies DNA. Neilson and Pasternack show how business leaders can use these tools to diagnose problems and modify their DNA to create sustainable solutions anda healthy company.” Chad Holliday, Chairman and CEO of DuPont. “Results is critical for any executive. You 'll learn how to figure out the DNA of your organisation and then act on that knowledge. With readable tales and enlightening examples, it shows how to build on what 's

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good and discard what is bad." Walter Isaacson, CEO of the Aspen Institute and author of Benjamin Franklin: An American Life.

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