

Riding The Whirlwind: Connecting People And Organizations In A Culture Of Innovation - Fons Trompenaars



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A recent survey of global CEOs found that leaders in every industry and in every part of the world are emerging from a period of retrenchment and moving towards a vision of sustained growth, and that innovation is the preferred path to achieving that growth. Innovation has regained its central place in corporate life. Much has been written about creativity and innovation. And there are plenty of books about corporate culture and innovation in organizations. What is lacking is a practical book that brings these ideas together. Riding the whirlwind brilliantly reconnects people, teams and organizations to create constant renewal of talent and motivation. Using hilarious illustrations of innovation and innovative cultures from Fawlty Towers and Monty Python's Flying Circus, Riding the whirlwind is a blueprint for creating a culture of high-octane creativity and innovation. Author: Trompenaars, Fons Publisher: Infinite Ideas Illustration: N Language: ENG Title: Riding the whirlwind: Connecting people and organizations in a culture of innovation Pages: 00288 (Encrypted PDF) On Sale: 2007-09-28 SKU-13/ISBN:

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