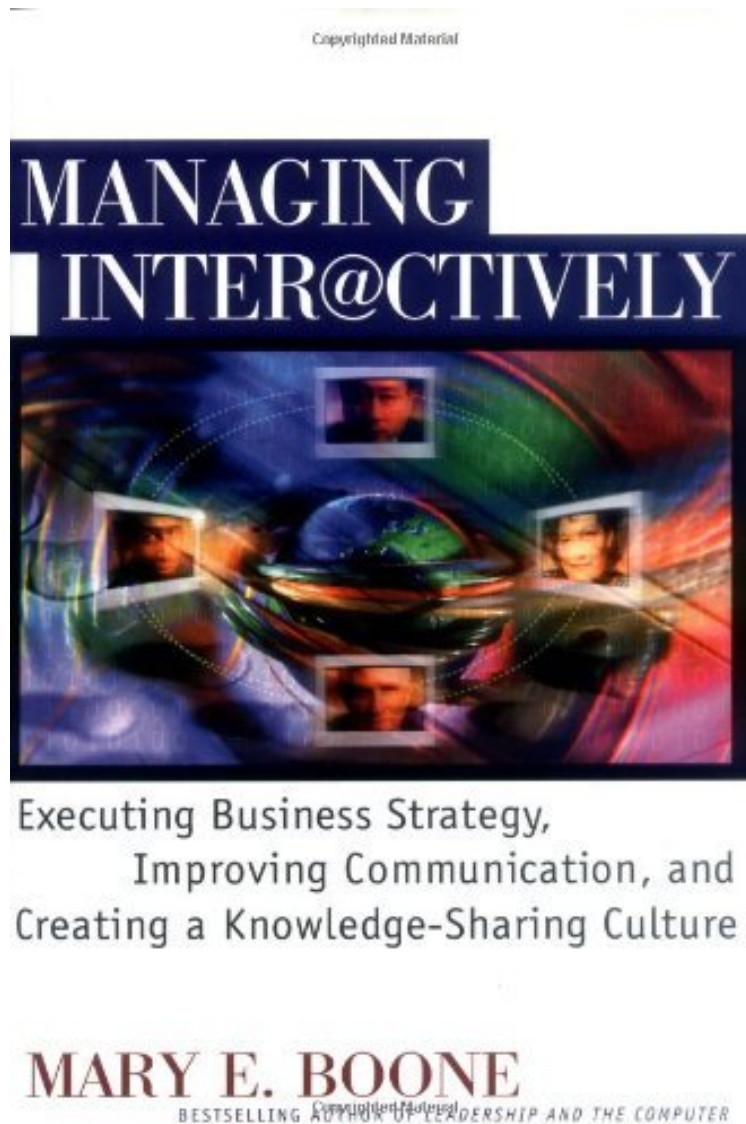


[Free read ebook] Managing Interactively: Executing Business Strategy, Improving Communication, and Creating a Knowledge-Sharing Culture

Managing Interactively: Executing Business Strategy, Improving Communication, and Creating a Knowledge-Sharing Culture

Mary E. Boone

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Mary E. Boone : **Managing Interactively: Executing Business Strategy, Improving Communication, and Creating a Knowledge-Sharing Culture** before purchasing it in order to gauge whether or not it would be worth my time, and all praised **Managing Interactively: Executing Business Strategy, Improving Communication, and Creating a Knowledge-Sharing Culture**:

12 of 14 people found the following review helpful. Highly recommended. By Philip S. Brojan Mary Boone has

authored a wonderful resource for implementing a knowledge-sharing culture in the Enterprise. Things to pay special attention to in the book include the ten key competencies for mastering new methods of communication and management, her insightful analysis of trends and obstacles affecting corporate communication, and the way she uses interviews with CEOs and executives to show you how others have implemented effective collaborative strategies. On the lighter side of things, read her story about "George" in the "Get Over Yourself" chapter. She uses this story to point out how personality differences can be a show stopper to implementing innovation and promoting creativity. Furthermore, she explains how collaborative technologies can help bypass some of these differences. 11 of 12 people found the following review helpful. Packed with mind-expanding ideas

By Anne L. Curley

Speaking as a corporate communication professional, I can honestly say this is the most stimulating business book I've read. The premise is that organization leaders must go beyond simply seeking buy-in from their employees to a more iterative, interactive (and, ultimately, much more inspiring and effective) process of continually reinventing the organization. This argument is supported with great examples and enough detail to be actionable.

Based on numerous interviews with top CEOs and other professionals, *Managing Interactively* helps readers become well-versed communicators in today's global, technologically focused organizations. Best-selling author Mary Boone examines the techniques and issues that surround clear and effective communication skills in the rapidly changing digital environment and presents provocative new ideas that will help readers address today's communication challenges. Distilling the experience of top executives into easily applied techniques, each chapter features actual stories from expert communicators who have learned how to successfully adapt their communication strategies to today's technologies. *Managing Interactively* is a must-have for anyone facing the communication challenges of today's volatile business world.

From the Back Cover

How technology is changing the practice of management It's a challenge to manage in a networked world. Getting "buy-in" is no longer enough to ensure the creation and execution of superb ideas and business strategies. Managers have to connect, inform, and engage people in new ways to encourage innovation and action. *Managing Interactively* gives you direct, practical advice about how to improve your collaboration quotient and use new communication methods and technologies with all business partners--including customers, employees, contractors and alliance partners. Based on interviews with 85 executives from savvy companies like General Electric, Microsoft, and IBM, *Managing Interactively* explains how to:

- * Develop the ten key competencies necessary for interactive management
- * Leverage intellectual capital
- * Unleash creativity and innovation through high-powered collaboration

"Finally! A book about the new requirements for communicating effectively in the New Economy. Our interactive world requires you to manage interactively and Mary Boone shows how."--Don Tapscott, co-author of *Digital Capital: Harnessing the Power of Business Webs* and chairman of Digital 4

Sight Praise for *Leadership and the Computer* "Mary Boone has written a terrific book. Interviews with CEOs give it its special edge."--Tom Peters "Each profile is a valuable example of how to advance a management plan of vision."--The New York Times

About the Author

Mary E. Boone is a leading authority on organizational communication and collaborative technology. She is also the author of the best-selling *Leadership and the Computer*. Boone is a frequent speaker, executive coach, and consultant on organizational performance and interactive communication. She is president of Boone Associates, a consulting firm based in Norwalk, Connecticut (www.maryboone.com).