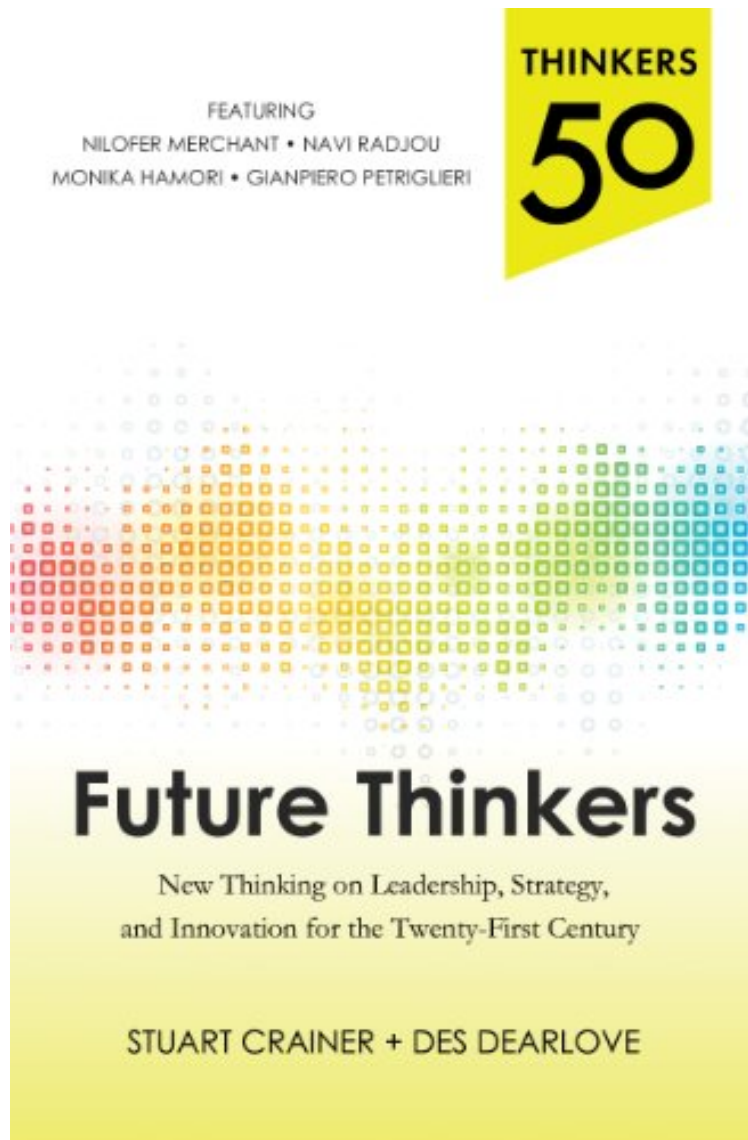


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Thinkers 50: Future Thinkers: New Thinking on Leadership, Strategy and Innovation for the 21st Century

Stuart Crainer, Des Dearlove
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Stuart Crainer, Des Dearlove : Thinkers 50: Future Thinkers: New Thinking on Leadership, Strategy and Innovation for the 21st Century before purchasing it in order to gauge whether or not it would be worth my time, and all praised Thinkers 50: Future Thinkers: New Thinking on Leadership, Strategy and Innovation for the 21st Century:

0 of 0 people found the following review helpful. What will probably be the greatest challenges for business leaders in years to come? By Robert Morris This is one of the volumes in a series published by McGraw-Hill Education and co-

authored by Stuart Crainer and Des Dearlove. They wrote it in response to that question. I really like the basic concept: Crainer and Dearlove selected a major business subject such as most promising, high-potential business thinkers and then asked, "Which of them should we feature to share their thoughts with those who read the books in the series?" They had already read several of their books and articles and even interviewed a few of them. A generous selection of the most valuable material they obtained is provided in this volume. The first chapter is called, appropriately, "What the Future Looks Like." That is, how perspectives on "futurism" have evolved over time. * * * Here is one of the QAs from an interview of Lee Newman: CD: You talk about a new source of competitive advantage. Please explain. LN: As I see it, the traditional types of competitive advantage are not really very sustainable anymore... There's a new source of sustainable advantage for companies, a [begin italics] behavioral advantage [end italics]. The idea is that if you imagine a company where employees literally are able to outthink and outbehave [i.e. outperform] their competition, time and again, that's an incredible advantage. It's hard to achieve, but it's even harder to copy... Leadership plays out 'in the moment' -- in daily conversations, meetings, presentations, negotiations, interpersonal conflicts, and thinking and problem-solving sessions we engage in every day in the workplace. So that's the backdrop to positive leadership. Positive leadership is about how we can achieve this behavioral advantage, by improving performance in the moment. * * * Here is another QA, from their interview of Dorie Clark: CD: When involved in personal branding, isn't there a danger that you'll become overly worried about what other people think? DC: There's always that danger. You want to be mindful of it, but I don't think that it inherently puts you in that position. Actually, on the contrary, it's really about elucidating who you are; understanding that and communicating it effectively. Personal branding is not an outside-in phenomenon in which you say: What does the world want? How can I be more like that? How can I look like that or pretend to be like that? Instead, it's an inside-out phenomenon in which you really dig down and figure out who you are, what you care about, what you want to do, what you can contribute to the world. And then you get the rest of the world to see that. * * * Granted, these are snippets but they do give you at least a sample of the thoughtful and thought-provoking material that is presented throughout the book. Other thought leaders who contributed to this volume include James Allworth, Laurence Capron, Adam Grant, Monika Hamori, Ionnis Ioannou, Ellen MacArthur, Nilofer Merchant, Ethan Mollick, Gianpiero Petrigliera, Navi Radjou, and Christian Stadler. If any of these names are not familiar to you now, they will be soon. You need to become familiar with their work ASAP. Those who share my high regard for this book are urged to check out the Thinkers50 volumes on management, leadership, innovation, and strategy. Also, Crainer's *The Ultimate Business Library: The Greatest Books That Made Management*, published by Capstone/A Wiley Imprint, and *The Management Century: One Hundred Years of Thinking and Practice*, part of the J-B BAH Strategy Business Series. I also greatly admire Dearlove's *The Ultimate Book of Business Thinking: Harnessing the Power of the World's Greatest Business Ideas and Business the Richard Branson Way: 10 Secrets of the World's Greatest Brand Builder (Big Shots Series)*.

The World's Leading Business Minds on Today's Most Critical Challenges The most innovative ideas from the rising stars on the Thinkers50 Guru Radar Globalization, increasing competition, and the rapid pace of innovation are changing business best practices faster and faster. If you have long-term success in mind, you need to stay a step ahead of the competition. Creators of Thinkers50--the world's most respected ranking of business thinkers--Des Dearlove and Stuart Crainer bring you the very latest thinking on the future of business. Thinkers50 Future Thinkers reveals groundbreaking ideas from Thinkers50 Future Thinker award winner Nilofer Merchant; Monika Hamori, professor at Spain's IE Business School; groundbreaking leadership thinker Gianpiero Petrigliera; the cocreator of Jugaad Innovation, Navi Radjou; as well as bestselling authors Adam Grant, James Allworth, and Dorie Clark. Chapters include: What the Future Looks Like The Reinvention of Leadership Understanding Organizations Understanding Working Life Innovation Now Sustaining the Future Each book in the Thinkers50 series provides authoritative explanations of the concepts, ideas, and practices that are making a difference today, including specific examples and cases drawn from the original sources. "If management is a technology, then getting the next update early can be a competitive advantage," the authors write. "And where better to look for the next big idea than to the thinkers of the future?" Business success is no longer a result of finding the most effective way of doing things and sticking with it. The only best practice guaranteed to work is this: embrace change. Read Thinkers50 Future Thinkers and learn how to apply the best ideas from the brightest minds in the business world today. The first-ever global ranking of management thought leaders, Thinkers50 is the most prestigious and influential listing of its kind. Created in 2001 by Stuart Crainer and Des Dearlove, Thinkers50 has broadened its impact to include identifying, ranking, and sharing the best management thinking in the world. Today, Thinkers50 is recognized as the world's definitive ranking of the top 50 business thinkers, and the Thinkers50 Distinguished Achievement Awards are widely regarded as the "Oscars of management thinking." Now, the ideas and insights of the world's top business figures are right at your fingertips. The Thinkers50 series culls the best of the very best, delivering the latest concepts and theories on today's most important management issues--from leadership to strategy to innovation. The world's leading independent authority on management ideas, Thinkers50 reveals the ideas that are now shaping the world of business. Stay ahead of the game--and the competition--with the Thinkers50 series.

About the Author STUART CRAINER and DES DEARLOVE are the creators of Thinkers50--the world's most influential global ranking of management thought leaders. Management Today describes them as "market makers par excellence." Their written work has appeared in The (London) Times, Financial Times, The Times of India, Newsweek Japan, and many other publications.