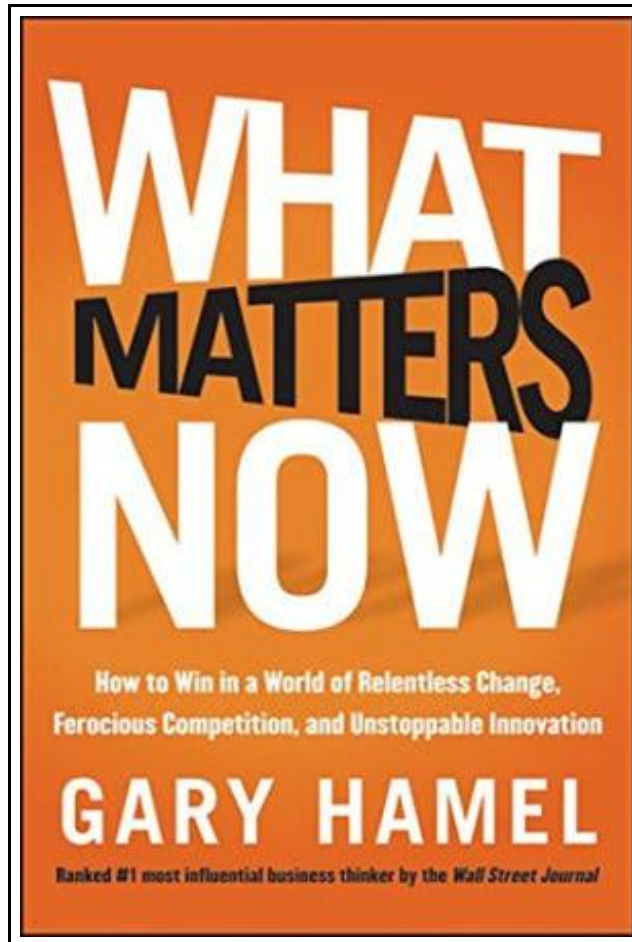


# What Matters Now: How to Win in a World of Relentless Change, Ferocious Competition, and Unstoppable Innovation



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## WHAT MATTERS NOW: HOW TO WIN IN A WORLD OF RELENTLESS CHANGE, FEROCIOUS COMPETITION, AND UNSTOPPABLE INNOVATION



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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, What Matters Now: How to Win in a World of Relentless Change, Ferocious Competition, and Unstoppable Innovation, Gary Hamel, This is not a book about one thing. It's not a 250-page dissertation on leadership, teams or motivation. Instead, it's an agenda for building organizations that can flourish in a world of diminished hopes, relentless change and ferocious competition. This is not a book about doing better. It's not a manual for people who want to tinker at the margins. Instead, it's an impassioned plea to reinvent management as we know it-to rethink the fundamental assumptions we have about capitalism, organizational life, and the meaning of work. Leaders today confront a world where the unprecedented is the norm. Wherever one looks, one sees the exceptional and the extraordinary: \* Business newspapers decrying the state of capitalism. \* Once-innovative companies struggling to save off senescence. \* Next gen employees shunning blue chips for social start-ups. \* Corporate miscreants getting pilloried in the blogosphere. \* Entry barriers tumbling in what were once oligopolistic strongholds. \* Hundred year-old business models being rendered irrelevant overnight. \* Newbie organizations crowdsourcing their most creative work. \* National governments lurching towards bankruptcy. \* Investors angrily confronting greedy CEOs and complacent boards. \* Newly omnipotent customers eagerly wielding their power. \* Social media dramatically transforming the way human beings connect, learn and collaborate. Obviously, there are lots of things that matter now. But in a world of fractured certainties and battered trust, some things matter more than others. While the challenges facing organizations are limitless; leadership bandwidth isn't. That's why you have to be clear about what really matters now. What are the fundamental, make-or-break issues that will determine whether your organization thrives or dives in the years ahead? Hamel identifies...



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