

<<Heads You Win (平装)>>

图书基本信息

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内容概要

We have suspected for some time that what really drives businesses and their leaders is not money or power. It is the deep and abiding fear that someone somewhere has discovered the elusive Holy Grail of business--competitive advantage !

--and that these leaders don't have it. Books, seminars, articles, and speeches, all detail the management secrets of companies whose success suggests that the grail of competitive advantage is at last in their grasp, and other companies worldwide line up to emulate the practices of these chivalrous knights. Motorola espouses "Six Sigma" quality, and dozens of companies quickly adopt it as their business mantra. Southwest Airlines soars on no-frills, high-performance transportation, and the skies begin to fill with "wannabes." Rubbermaid makes headlines for its product innovation process, and within months identical approaches appear in scores of companies. Everywhere, it seems, companies and their leadership are looking for someone else's star to hitch their wag-ons to. As the saying goes: just because you're paranoid doesn't mean they're not out to get you

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