

The Business General Transform Your Business Using Seven Secrets Of Military Success

K2 blackpearl and the K2 platform is a large, powerful, "game-changing" application platform built on Microsoft technologies. Understanding it from top to bottom would be a great task for a single person, which is why we have gathered more than a dozen authors to supply you with the information to successfully transform your company into a process-oriented, efficient business that can grow with the K2 platform. Since this is the first book on K2 blackpearl, you will find a br the architecture of the platform, from how to approach process design to developing your own custom user manager. The first part of the book is meant for everyone and provides an understanding of K2 blackpearl and where it fits in the marketplace. It is included to provide a framework for thinking about various aspects of process-driven applications, including how they differ from business process management techniques; identifying processes in your company to automate, and finally shifting your company's culture in the direction of process efficiency. This section may be the only section you need to read if you are sponsoring a process improvement effort in your company. If you are responsible for leading the effort, make sure to read Chapters 3 and 4. The other parts are meant to provide details on how to effectively deploy and use K2 blackpearl and include a broad range of topics. Read what you are most interested in, but also make sure to read blackpearl. Chapter 14 is also recommended for everyone because it provides an overview of the available K2 Designers and how you can share projects among them. K2 blackpearl is the main subject of this book, although we devote an entire chapter, Chapter 23, to the add-on product K2 connect to give you an understanding of how to bring SAP data into your processes. We also talk a bit about K2 blackpoint, particularly in the SharePoint chapters. Since K2 blackpoint is built on top of K2, well, but we do not point out the differences between K2 blackpearl and K2 blackpoint. For that information browse to www.k2.com.

The book contains the Proceedings of the 2010 Conference of the Italian Systems Society, see also www.AIRS.it. Papers will deal with the interdisciplinary study of processes of changing related to a wide variety of specific aspects. Attempts to deal with them, based on generalising approaches used to study the movement of bodies and environmental influence, have included ineffective reductionistic simplifications. Indeed changing also relates, for instance, to processes of acquisition/learning/cognitive systems; and socio-economic systems growing and developing through innovations. The aim of the book is to present very advanced studies and the generalisation of processes of changing as for processes of emergence. Papers in the book study the problem considering its transdisciplinary nature, i.e., systemic properties studied per se and not within specific disciplinary contexts. The aim of these studies is to outline a transdisciplinary theory of changes in your hierarchical disciplinary aspects as expected for a general theory of emergence. Within this transdisciplinary context, specific disciplinary research activities and results are assumed to be mutually represented as within a philosophical and conceptual framework based on the theoretical centrality of the observer. Models and theories will be based on the conceptual inseparability between observer and observer as in constructivism and for logically open systems. Contributions will be made to the following areas:
Applications From Physics, Cognitive Science, Biology, Artificial Intelligence, Economics, Architecture, Philosophy, Music and Social Systems. Opening lecture "Criticality of Criticality in Causal Networks: Information Transfer, storage and further Issues" by Stuart Kauffman is found at http://www.santafe.edu/about/people/profile/Stuart%20Kauffman.

Advance Practice for Cooperate to Compete "This book redefines the entire spectrum of the value delivery chain...This is a visionary work that provides a framework for competing in the rapidly evolving global marketplace." —Aris Mellissaratos, Vice President of Science, Technology & Quality Westinghouse Electric Corporation "The book is a 'must read' for any manager redefining a business strategy."—Jack E. Swindle, Senior Vice President of Corporate Staff Texas Instruments Incorporation
managers...an informative guide we can use to thrive in this dynamic new business environment." —Cal J. Kirby, Corporate Vice President Hughes Electronics Corporation "The best part about this book is that it is not only a must read but it is also an easy read. Chock full of fascinating examples, useful summaries, and thought-provoking 'things to think about.' It's hard to put down." —Richard H. F. Jackson, Director of Manufacturing Engineering Laboratory National Institute of Standards and Technology
will become not only widely read but widely adopted as a guide to action." —Peter Likins, President Lehigh University "This book contains the keys to unlocking the profitability of the firm's assets and is a must for managers desiring success." —Thomas F. Kirk, Vice President & Chief Financial Officer Quaker Chemical Corporation "You are likely to find Cooperate to Compete rabbit-eared and marked up both in the board room and the production shop within a month. The authors have a next millennium with their powerful and yet simple concept ## —Charles M. Savage, author of Fifth Generation Management

Discover the Real You & Change Your World

Empowering for Change

Seven Steps to Transforming Your Restaurant's Profits and Your Life!

Transforming Business with Program Management

Building Success in your Organization

Methods, Models, Simulations and Approaches Towards a General Theory of Change - Proceedings of the Fifth National Conference on Systems Science

Attorney General's Report and Opinions

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

The co-founder of a brand studio describes how businesses can change their marketing strategies to describe and promote their brand's story in an effort to appeal to modern consumers who have become increasingly interested in what a business embodies and represents. 20,000 first printing.

Institutional change is a central driving force behind social changes, and thus a central topic in all major fields of social sciences. Yet, no general theory of institutional change exists. Drawing from a diverse literature, this book develops a general theory of institutional change, based on a social evolutionary synthesis of the conflict approach and the harmony approach. The book argues that because the whole process of institutional change can be understood as a process of selecting a few ideas and turning them into institutions, competition of ideas and structures is essential.

Major fields of social sciences affected by institutional change:
- Political Science: The general theory not only integrates more specific theories and insights on institutional change that have been scattered in different fields into a coherent general theory but also provides fundamental new insights and points to new directions for future research. This book makes a fundamental contribution to all major fields of social sciences: sociology (sociological theory), political sciences, institutional economics, and political theory. It should be of general interest to scholars and students.

Excelling on a Digital Transformation Journey

Stretch for Change

Official Opinions of the Attorneys General of the State of Ohio (from 1846 to 1904): Hollingsworth, Lawrence, Kohler. (1883-1888)

The Profit Pattern

How to Improve Your Change Fitness and Thrive in Life

The American Cutler: Official Organ of the Cutlery Industry

The Good Book on Business

In this book you will explore the "3 ways to grow your business." They are: 1) Increase the number of clients you presently have 2) Increase the number of times a client visits your business/website 3) Increase the amount of money your client spends during each visit That's how I came up with the Title: More Clients... More Often... More Money From those "3 ways," I have come up with 70 strategies for you to consider implementing into your business. Each strategy has a definition of what it is, an example of how someone has used it, a few suggestions on how you could implement it into your business and an "ideas" page for you to take notes. I guarantee there is something in here for you to make a bunch of money and grow your business.

Offers advice on how to lead an organization into change, including establishing a sense of urgency, developing a vision and strategy, and generating short-term wins.

"A critical read for any leader to understand our changing times." — Charles Adler, founder, Kickstarter. Discover how to thrive in an unpredictable world. Turn adaptability into a competitive advantage. An approach to innovation that challenges traditional change management theories with down-to-earth lessons, tips and actionable exercises.

True Story

Building Agile Business Relationships

The Top 10 Tools to Transform Your Business, Drive Performance, Empower Your People, Accelerate Productivity and Profitability

Selling at the Table

Professional K2 blackpearl

Every Relationship Matters

Business credit and assistance

The proceedings of the "Economics and Business Competitiveness International Conference" (EBCICON) provides a selection of papers, either research results or literature reviews, on business transformation in the digital era. Nine major subject areas, comprising accounting and governance, customer relations, entrepreneurship, environmental issues, finance and investment, human capital, industrial revolution 4.0, international issues, and operations and supply chain management are presented in the proceedings. These papers will provide new insights into the knowledge and practice of business and economics in the digital era. Therefore, parties involved in business and economics such as academics, practitioners, business leaders, and others will be interested in the contents of the proceedings.

Ways to Live and OF WORKING TO LIVE IN? Throwing a party, Preparing a meal, Sending an email, These are things you do all the time. How can they really make a difference? Ten Ways to Change the World in Your Twenties shows how to transform these everyday activities into world-changing events. Throw a party with a purpose. Prepare a sustainable meal. Send an email to your representative. An inspiring collection of ideas that can make the world a better place, this book taps into the potential of an energetic, influential generation and lights the path to shaping tomorrow by: Digging into what you love Volunteering in ways big and small Supporting political actions that reflect your values Leading an eco-active lifestyle Simplifying and reducing your footprint Using your buying power to encourage better business practices Eating well locally Hosting a party with a purpose Exploring the world through environmentally responsible travel Turning your passion into a vocation With a rating scale based on the time, money, and lifestyle impact required, and peppered with true tales of twentysomethings who've made an impact, Ten Ways to Change the World in Your Twenties provides resources and opportunities for you to use your talents to help create a history we can all be proud of.
*** "Everywhere I go around the planet, I find young people, fresh from college, leading the new green movement. With savvy and heart, they're making a real difference—and as this book shows, you can too!" Bill McKibben | 350.org

This book will help anyone become familiar with the newly emerging arena of gaining personal advantage through the nurturing of relationships. Going beyond simple tips and techniques, this book gives you the information you need to get involved with what is going on inside one's mind and seeing the world in a different perspective. Relationship building will positively impact your business, your private life, and your firm.

70 Strategies That Will Dramatically Change the Way You Do Business

Ten Ways to Change the World in Your Twenties

Establishing and Operating a Variety and General Merchandise Store

INDISPENSABLE

Building the Internet of Things

Exponential: Transform Your Brand by Empowering Instead of Interrupting

Using the Power of Relationships to Transform Your Business, Your Firm, and Yourself

Despite potentially tremendous benefits, small and medium-sized enterprises (SMEs) lag in the digital transformation. Emerging technologies, as diverse as they are, offer a range of applications for them to improve performance and overcome the size-related limitations they face in doing business. However, SMEs must be better prepared, and stakes are high. SMEs make the most of the industrial fabric in many countries and regions, they create jobs (most jobs sometimes) and are the cement of inclusive and sustainable societies.

Build and Lead A Company Customers Can't Live Without
Integrating Strategy, People, Process, Technology, Structure, and Measurement
The Business Year: Oman 2020
How Management Research Can Transform Your Business
A General Theory of Institutional Change
Code of Federal Regulations
Implement New Business Models, Disrupt Competitors, Transform Your Industry
Disruption impacts every industry, and it is essential for an organization to meet or exceed stakeholder expectations. How an organization manages the ever-changing world of digital evolution in the present will ultimately shape and determine its future. With this field guide, you will learn how to integrate people, processes, and technology to create greater efficiencies and profit. More importantly, you'll realize that digital transformation is a dynamic, ongoing process that allows your organization to not just survive but thrive in the world of digital evolution. This field guide provides insight and guidance by:
- Explaining how organizations can embrace digital disruption and redefine how they work and serve employees and customers
- Streamlining an ongoing current digital transformation journey while being proactive and envisioning big-picture outcomes
- Evaluating three components that are critical to an organization's future and understanding how to incorporate them into strategic and tactical plans
- Reviewing lessons learned by global market leaders that have been able to pivot digitally to meet their customer's needs

Build a brand that customers love with a proven strategy from one of today's top advertising executives Your brand can no longer succeed through targeted adverting and clever messaging. You need to see customers as people rather than just sources of income. This begins with you not only understanding their needs but also sympathizing with their values—and actually doing something about it. In this eye-opening guide, leading advertising executive and industry disruptor Jeff Rosenblum draws on his 25+ years of experience to deliver a plan for building a breakthrough brand by empowering instead of interrupting. Exponential reveals: The neuroscience and behavioral psychology behind building brands through emotional and functional storytelling Hands-on tactics that can strengthen your brand through empathy and empowerment How to culture and collaboration to understand your customer base and how to reach out to it Filled with data-driven stories of brands that got it right—and those that didn't—Exponential looks beyond targeted advertising and clever messaging with a powerful prescriptive for turning your prospects into customers and your customers into evangelists.

Drawing on over 25 years' experience helping communities develop their potential, the authors share a framework for transformation, covering historic preservation, tourism, recreation, government regulation, fundings, networking, education and follow-up. Using a bottom-up approach, rather than a top-down, local leaders and community groups are discovering that development need not come at the expense of the environment or quality of life. The book uses personal examples of real people who moved from talking to taking action and developed their communities while maintaining what they valued most. It should be of use to chambers of commerce; community development practitioners and students; community business organizations; planning officials; tourism agencies; local governments; and adult and continuing education professionals. Examples and tips on successful community economic development projects are included.

Legislative Documents Submitted to the ... General Assembly of the State of Iowa

Unlocking the Ivory Tower

Why Some Companies Make the Leap...And Others Don't

Lessons from the #1 Bestseller of All Time

Orchestrating School Change: Transforming Your Leadership

A Field Guide to Help You Define Your Success

Proceedings of the First Economics and Business Competitiveness International Conference (EBCICON 2018), September 21-22, 2018, Bali, Indonesia

Tap into solutions for the Top 10 Challenges Every Business Encounters and Learn the Keys to Transform Your Business today. The Profit Pattern by John Mautner: Learn the key solutions to solve the ten proven, repeatable and beatable challenges that every business encounters. Whether you are a startup, restructuring or escalating to a higher level, you can grow your business, improve performance, improve efficiency, starting right now with the help of The Profit Pattern. This is an insider's look at the strategies behind authority business coach and serial entrepreneur John Mautner's formula. The Profit Pattern will help you protect, restore and grow your business, just as Mautner personally has done to help thousands of other businesses. Discover the challenges that every business faces and learn how to make a difference. Transform your business, improve efficiency, and impact your company's bottom line. Whether you are facing financial challenges or are seeking greater heights, The Profit Pattern will guide you to improve performance, increase productivity and time management through simple steps so you can accomplish all your goals. Inside The Profit Pattern: The Top 10 Tools To Transform Your Business Drive Performance, Empower Your People, Accelerate Productivity and Profitability you will receive access to many downloadable pdf's, quizzes and tools that will help you along as you implement Mautner's proven formula.

Orchestrating School Change: Transforming Your Leadership provides administrators and educational leaders the tools they need to successfully orchestrate change within a school or district. Dr. Mike Murphy provides strong research models, as well as practical application, that leaders at any level can use to support the implementation of a strategic initiative, whether it be for instruction or school efficiency. The ideas in this book will empower school leaders to effect change during this standards-based era.

Detailed summary and analysis of The Power of Habit.

How to Combine Story and Action to Transform Your Business

More Clients... More Often... More Money

Annual Report of the Attorney General

Good to Great

Transforming Your Leadership

Revive

Network World

"Read this book, apply its concepts, and see how your business transforms." — Marshall Goldsmith, *Thinkers 50*
#1 Executive Coach and #1 Leadership Thinker
OUTSTANDING LEADERS MAKE BUSINESSES INDISPENSABLE
The Merriam-Webster Dictionary defines "Indispensable" as being absolutely necessary and not subject to being set aside or neglected.
INDISPENSABLE: Build and Lead A Company Customers Can't Live Without provides a framework that you can follow to transform your business and features dozens of examples from industry including those drawn from Amazon, Uber, Facebook and more. Each business example illustrates how the concepts offered in the book are already being used to make businesses indispensable in the marketplace. Keep in mind, though, only your customers can decide if your business is indispensable. Indeed, what we think of our businesses and their ability to delight our customers is irrelevant. It is customers who determine who is indispensable. We don't get a vote on that. However, there are steps that we can take to improve our chances. A Leader's pursuit of greatness for his or her company is important, but, it's not enough, and a business does not become indispensable by accident. Outstanding leadership is essential to bring a company from greatness to indispensability. This is an important distinction because anything less than outstanding leadership will not suffice. Why? Outstanding leaders lead by example. They demonstrate desired qualities and behaviors to their followers through their actions and conduct. By doing so, these leaders put forth a sense that they and their teams share the same goals and aspirations, and, that together, they are going to go about achieving these ambitions as one. Indispensable businesses share a common purpose so they need leaders that can set the example. As you read the book, you will come to recognize how vital TRUE leadership is to helping your business become indispensable. Regardless of your rank or position, you must study, learn, exemplify and LIVE these essential behaviors to be able to provide the people you work with and serve:
A Captivating Vision: Outstanding leaders can articulate a vision for the future that every staff member can understand and buy-in to. This vision becomes the stuff of rallying cries and establishes the common goal that leader and team will share. Outstanding leadership is required to articulate the vision of being indispensable and to work to drive it deep into the enterprise. If the troops don't "get" it, they won't follow.
Active Direction-Setting: Next, a game plan for execution must be built in support of that vision. But, building a plan without engaged direction-setting will not suffice.
Outstanding leaders at every level will be fully involved, and charting the course for execution throughout their firm's journey to indispensability.
Enlightened Leadership: Outstanding leaders support their team and understand how to provide the "right" touch at the "right" time – directive when the path to success is unclear and supportive when it's time to empower – just like any world-class coach does when building a champion.
A Collaborative Environment: Outstanding leaders know how to establish a collaborative tenor within their area of responsibility. Selfish and egocentric behavior is stomped out; teamwork is recognized and rewarded. There are many great companies – only a few are indispensable. This book was written to help you build an indispensable business – one that your customers can't live without.
MAKE THE LEAP NOW!

Special edition of the Federal register, containing a codification of documents of general applicability and future effect as of ... with ancillaries.

In my career with the United States Airforce and many "Blue Chip" corporations, and my own start-up businesses, I have found leadership to be one of the most discussed yet misunderstood aspects of life. In my 25 plus years of experience, I have found that success is directionally proportional to the talent around me. That talent depends on the energy and time you invest in personal growth and coaching others to be influential leaders. This means engaging people where they are and leading them to mutually beneficial destinations. This takes honesty, integrity, trust, and a lot of vulnerability. Most times, it is hard telling the cold hard facts. Here in this short sixteen-page pamphlet, I have outlined seven simple steps on how to transform your organization into an effective and value-adding entity worthy of your time and name.
1) Understanding Relative Priority
2) Goal Setting
3) Establishing Priority
Choose 4) Value Creation
5) Leadership
6) Process Transformations
7) Strengths
Michael Slencyn is a longtime business leader and coach. He has written articles and short works on leadership and more recently taken his writing skills to the fiction genre, where he is applying his skill with working with people to character development. Look for his latest work, 'Forging Answers,' his first novel in an Epic Fantasy series, 'Royal Mage Chronicles.'

How to Transform Traditional Businesses into Digital Leaders

The Laplace Transformation I – General Theory

A Monthly Publication Devoted to the American Cutlery Trade ...

Leading Change

Cooperate to Compete

In the Senate of the United States, June 4, 1872. ...

Global Competitiveness: Business Transformation in the Digital Era

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include:
Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curve of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap.
{Some of the key concepts discerned in the study.}
Comments Jim Collins, "If in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

When the experienced TBY team landed in Muscat in September 2019 to start its seventh annual research on the Sultanate's economy, it could have never imagined the uniqueness of the times ahead. Early 2020 saw the passing away of the Father of the Nation, His Majesty Late Sultan Qaboos bin Said, and the appointment of the new leader, His Majesty Sultan Haitham bin Tariq. This was thought to be Oman's defining event in 2020, but shortly after, the COVID-19 outbreak touched every corner of the world, and oil prices continuously sunk to record lows. No doubt it is a trying time, but we see this 2020 edition of The Business Year: Oman as ushering a new era in the Sultanate.

With a refreshed, forward-looking perspective, this 260-page publication analyzes how the business community is embracing innovation and technology to create a competitive, diversified economy.

Increasing your sales revenue is really simple. It's just a matter of getting your wait staff to say the right things, in the right way, at the right time - every time! This book is the definitive guide to show you how. How would you like your worst performing waiter to sell like one of the best waiters in the world? They can with what you will learn in his book!Are you literally leaving money on the table?Does your wait staff cost you sales by acting as order takers and plate carriers?Would you like to have wait staff who are able to increase your bill size without coming across as robots or sleazy sales people?Running a restaurant is hard work. Selling at the Table makes it much,

much easier. As your staff starts to implement the seven simple steps contained within this book, you will see your restaurant, café, hotel or bar's profits grow. Your staff will produce better sales revenue and life will become a whole lot easier for you. Because you have increased revenue, you will be able to recruit and retain great staff who will further increase your profits as they embrace Selling at the Table as the culture in your venue.Rest assured, you'll not be asking your staff to do anything more than they are doing already. You'll just be getting them to do it the right way - to say the right things, in the right way, at the right time - every time!

The Power of Habit: by Charles Duhigg | Summary & Analysis

Debates

OECD Studies on SMEs and Entrepreneurship The Digital Transformation of SMEs

Mr. Howe, from the Committee on Investigation and Retrenchment, Submitted the Following Report...

Transforming Your Community

Organizations need to constantly innovate and improve products and services to maintain a strong competitive position in the market place. The vehicle used by organizations for such constant reinvention is a business transformation program. This book illustrates a tested program management roadmap along with the supporting comprehensive frameworks to successfully execute business transformation programs, formulated strategies, and strategic initiatives. It outlines the steps to successfully transform any business and deliver tangible business outcomes. This breakthrough work establishes the linkage between strategy formulation and strategy execution through the Profit Pattern. It depicts how program management integrates strategy, people, process, technology, structure, and measurement on cross-functional initiatives. The author details the processes, techniques, and tools that a program management team can customize and easily implement on any type of strategic initiative within the private or public sector environment to deliver and sustain the expected business outcomes and benefits. This book discusses the ten mandatory steps (or roadmap) needed to lead complex, business transformation programs to success. It showcases program management best practices and lessons learned through real-world case studies spanning different industry sectors and functional domains. Transforming Business with Program Management will equip executives, general managers, and program managers with the core skills necessary to effectively plan and implement business transformation strategies that drive sweeping business change and innovation.

Management is a discipline that can be learned from study. A large and diverse set of academic management research, often accessible only to academics, has practical, actionable implications to help in managing an organization today. Unlocking the Ivory Tower addresses the major components of academic business literature: strategy, leadership, entrepreneurship, organizational theory, international business, innovation, and finance. Doctors Ball and LiPuma act as field guides and interpreters, bridging the divide between scholarship and practice, and distilling each research contribution into a brief outline without prescribing the message of that thinker. They also provide context regarding how the particular contribution fits into the rest of the field, and how it can be applied in the real world. The result is a rich book that covers a lot of ground and provides a basis for understanding the major schools of thought in primary management fields. Today's managers are faced with responsibilities for functional and staff management, as well as developing strategies for growth, leading teams, and staying competitive in evolving industries and markets globally—the range of knowledge and skills required by corporate managers requires the breadth of readily applicable concepts present in this book. Eric and Joe have helped create, develop, and run organizations. They both have extensive experience in finance, mergers and acquisitions, and entrepreneurship in international contexts. Each also has invested time publishing in academic journals and teaching business school students in different countries. These authors live in the middle ground as practical academics. Unlocking the Ivory Tower is light on anecdotes and heavy on actionable research results, making it an essential reference for both managers and students. This book can serve as an education for those who did not pursue a management degree, a refresher course for those who did, or a way to expand beyond the concepts taught in many MBA programs. In particular, Eric and Joe provide a means for managers to reassess and extend their academic knowledge in the context of their professional experience, and for management students to help in managing their own major concepts and put them into context with each other. Edited by Anna F. Doherty and Leslie F. Peters of Together Editing & Design, www.togetherediting.com.

UNLOCKING THE IVORY TOWER: USE DIGITAL STRATEGIES, CHANNELS, AND PLATFORMS TO TRANSFORM ENTERPRISES TO COMPETE IN THE DIGITAL AGE.Move from "reactive digital" to "transformative digital" Use digital capabilities to fundamentally change the way you lead, direct, and structure organizations and teams Stay focused on the "moving target" of digital best practices, and accelerate your progress towards digital maturity REVIVE will help you build a core business model for creating your own digital disruptions→ you can deepen customer engagement, achieve unprecedented immediacy and efficiency, and dominate tomorrow's markets. Packed with proven strategies, in-the-trenches techniques, and cutting-edge case studies, it will help you change the game before the game changes you. It's no longer enough to buy software, or even cloud services. To fully leverage the benefits of digital, you must transform your teams, processes, and how you think about your business. Jason Albanese and Brian Manning have helped dozens of top enterprises do all this. Revive shares the lessons they've learned, and gives you a complete, end-to-end methodology that works. You'll learn how to use digital to rapidly move the dial on short-term profitability. But that's just the start. Revive will position you for long-term market leadership, by helping you capture new value from digital wherever great opportunities arise. Most companies have only gone "skin deep" with digital—and they're only garnered a fraction of the value they could be earning. In Revive, two world-renowned digital business advisors show how to drive a full-scale digital transformation that breaks down organizational barriers, cuts costs, accelerates product/service delivery, and dramatically improves customer engagement. Central Digital co-founders Jason Albanese and Brian Manning draw on immense experience helping Fortune® 1000 companies succeed with digital strategies, platforms, and channels. They present data-backed insights into the ways midsize and large organizations are stuck hiring, managing, organizing, and leading in obsolete "analog" ways. Next, they offer proven, practical recommendations for fundamentally changing those behaviors to leverage the nearly boundless opportunities of digital. Their complete Digital Transformation Methodology guides you through benchmarking your digital maturity, envisioning strategy, roadmapping your transformation, and implementing the capabilities you need to execute. Revive's multiple case studies show exactly how executives are applying these ideas to go far beyond incremental

improvements, and change the game. If that's what you want, Revive is your roadmap.