Strategic Business Transformation: The 7 Deadly Sins to Overcome

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DESCRIPTION

Strategic Business Transformation: The seven deadly sins to overcome

What can Gandhi, Mother Teresa and Nelson Mandela teach us about running businesses that face transformation in their markets. This book courageously offers that businesses that transform markets or respond to transformation know that they must transform themselves before they transform others. Great companies find a cause greater than themselves, organizes this cause into executable momentum and conquers the imagination of the market.

Transforming your business requires a recipe powered by a cause not missions. Read and see how and why.

ABOUT THE AUTHOR

Mohan Nair is Chief Innovation Officer of a health plan in the Northwest/Mountain region. He founded Emerge Inc., a transformation advisory firm, in 1993 and is the former director and president of ABC Technologies Inc. He has authored two books on cost and performance management. In 2009, the Marketing Leadership Council of the Corporate Executive Board highlighted him as a "Marketing Thought Leader."