Lurking under the boardroom table in almost every organisation is a force trying to pull it into irrelevance. Organisations are lurching their way toward an increasingly uncertain future but still using tools, ideas and processes designed for different era. Call it entropy, complacency or plain old fear, the ‘zombie factor’ is at work everywhere.

Be Less Zombie is a behind-the-scenes handbook which brings lessons from companies that are reinventing the way they work to expel the ‘zombie’ factor. It’s a mix of practical tools, tongue-in-cheek observations, real-life stories from the trenches and advice on building teams and organisations that are more agile, innovative and relevant for the age ahead. This book will provide:

- Advice on building agile teams and organisations
- Case study interviews with senior leaders from companies including Sony Music, EA Games, Universal and Santander
- Tools and techniques to improve strategy, innovation and marketing
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