



## The Future of Management

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# The Future of Management

*Gary Hamel, Bill Breen*

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What fuels long-term business success? Not operational excellence, technology breakthroughs, or new business models, but management innovation - new ways of mobilizing talent, allocating resources, and formulating strategies. Through history, management innovation has enabled companies to cross new performance thresholds and build enduring advantages. In "The Future of Management", Gary Hamel argues that organizations need management innovation now more than ever. Why? The management paradigm of the last century - centred on control and efficiency - no longer suffices in a world where adaptability and creativity drive business success. To thrive in the future, companies must reinvent management. Hamel explains how to turn your company into a serial management innovator, revealing: the make-or-break challenges that will determine competitive success in an age of relentless, head-snapping change; the toxic effects of traditional management beliefs; the unconventional management practices generating breakthrough results in 'modern management pioneers'; the radical principles that will need to become part of every company's 'management DNA'; and, the steps your company can take now to build your 'management advantage'. Practical and profound, "The Future of Management" features examples from Google, W.L. Gore, Whole Foods, IBM, Samsung, Best Buy, and other blue-ribbon management innovators.



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288 pages

Présentation de l'éditeur

For organizations like GE, Procter & Gamble, and Visa, management innovation is the secret to success. But what is management innovation, and how does it happen? What activities and ways of thinking do such companies cultivate that encourage truly unique management ideas to be born and to flourish? And how can other companies learn to become management innovators? In, *The Future of Management*, strategy and innovation expert Gary Hamel addresses these crucial questions. Management innovation delivers a strong and lasting advantage to the innovating company and can produce a major shift in industry leadership.

In his new audiobook, Hamel outlines the four crucial components necessary to create an innovation in management practice: a big problem that demands fresh thinking, creative principles, or paradigms that can reveal new approaches; an evaluation of the conventions that constrain novel thinking; and examples and analogies that help redefine what can be done. He also offers practical advice and poses critical questions to help companies explore their existing management processes and create opportunities to reinvent them.

Biographie de l'auteur

Gary Hamel has been on the faculty of the London Business School since 1983, where he is currently Visiting Professor of Strategic and International Management. He is also the founder of Strategos, a consulting company that has trained tens of thousands of individuals around the world.

Hamel received his Ph.D. from the University of Michigan and has held faculty appointments at the U. of M. and Harvard Business School. He is a fellow of the World Economic Forum and serves on the editorial board of the *Strategic Management Journal*. Hamel lives in Northern California.

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