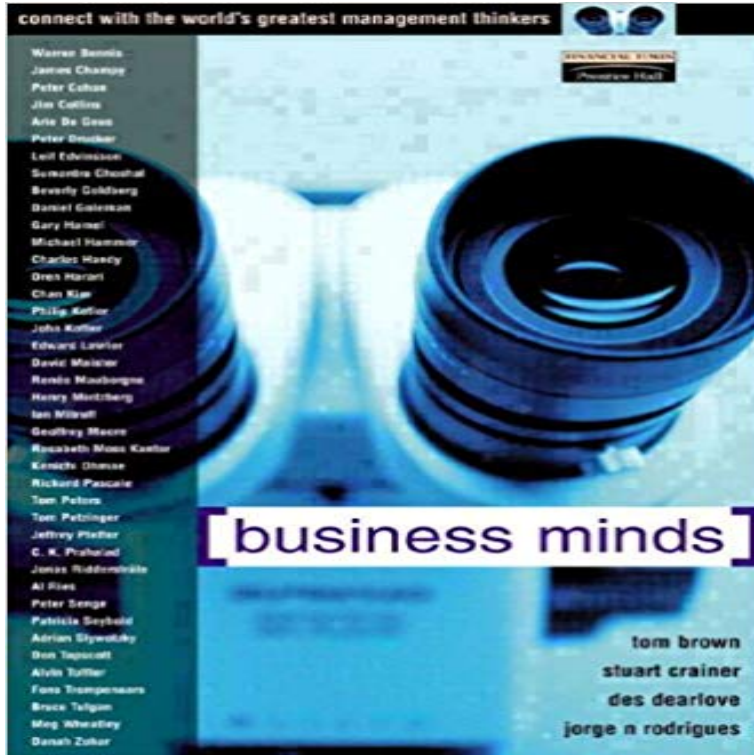


Business Minds: Connect with the Worlds Greatest Management Thinkers



Whats the big idea? Well, these days, its the most important resource you can deploy. Quite simply, the more you know; the faster you go. So whose ideas are you listening to? Business Minds brings you the latest and greatest management ideas live and direct from the leading thinkers. The management gurus, unplugged. Warren Bennis, James Champy, James Collins, Peter Drucker, Leif Edvinsson, Sumantra Ghoshal, Daniel Goleman, Gary Hamel, Charles Handy, Rosabeth Moss Kanter, Chan Kim, Philip Kotler, John Kotter, Henry Mintzberg, Nicholas Negroponte, Jonas Ridderstrale, Kenichi Ohmae, Tom Peters, CK Prahalad, Al Ries, Peter Senge, Patricia Seybold, Don Tapscott, Lester Thurow, Alvin Toffler, Fons Trompenaars and more A steady flow of new ideas is redefining what managers should be doing and how they should be doing it. In a world where todays theory is often tomorrows task, the business leaders of tomorrow are the ones who today think about the next big ideas. So we believe that ideas count. The change our organisations and the way they compete; change the goods and services we produce, and can change forever the way we work. The way we see it, our job is to bring you the latest thinking, direct from 40 of the best business minds. Business Minds is your chance to hear what the brightest and best have to say about the world of management, and a unique opportunity to engage in an ongoing conversation with a world of ideas. A chance to reflect on the new ideas, a chance to explore whats on your business mind and a chance to arm yourself with a monthly dose of the latest thought leadership to keep your own thinking sharp. Business Minds brings you the latest ideas, direct from the brightest minds, delivered in their own words. We think theyre worth listening to. We have tried to bring together the gurus of the old world - Peter Drucker, Tom Peters, Peter

Senge et al. with the gurus of the new world the likes of Jonas Ridderstrale, Don Tapscott, and Patty Seybold. The best business minds, however, cannot easily be pigeon-holed. Old and new economy labels are ultimately unhelpful. The global economy, by its very nature, is created anew each and every day. The ideas economy, too, is a vibrant marketplace that is always open for business. The thinkers in this book stand or fall on the applicability of their ideas. Yet often those ideas are poorly understood by practicing managers. So converse with the best brains in business; arm yourself with the biggest ideas. Through the use of a pithy question-and-answer style format, it cleverly packages a snapshot of the current thought-leadership scene. With the authors having sorted the wheat from the chaff of management gurus, the value of Business Minds lies in its succinct presentation of useful thinking frameworks and tools from old and new thought-leaders, including Peter Drucker, Tom Peters, Jonas Ridderstrale and Don Tapscott. Well worth reading. Professional Manager, September 2002

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