Perpustakaan Sekolah Tinggi Ilmu Kepolisian (STIK) >> eBooks

The company of the future : how the communications revolution is changing management

Cairncross, Frances

Deskripsi Lengkap: https://library.stik-ptik.ac.id/abstrakpdfdetail.jsp?id=36199&lokasi=lokal

---

Abstrak

Inspired by Cairncross's most recent Economist survey, this bold book argues that we've grossly underestimated the power of the Internet to change the way companies behave. We stand at the brink of a period of fundamental organizational change from which will emerge a new type of company--one that will require a new set of leadership and management skills to run it. The Company of the Future asserts that managers and their companies must embrace and exploit the very technologies that have upended their jobs and their businesses. They must look inside--improving the relationships among managers and employees--before they can realize the enormous potential that new technologies hold for enabling collaboration with customers, suppliers, and partners. And they must learn to wed technological and human skills in ways that enable effective talent management and customer-relationship building, fast and flexible decision making, and open, credible communications among all partners. Setting the new agenda for managerial success, this insightful guide will help managers anticipate and master the challenges ahead in our networked world.