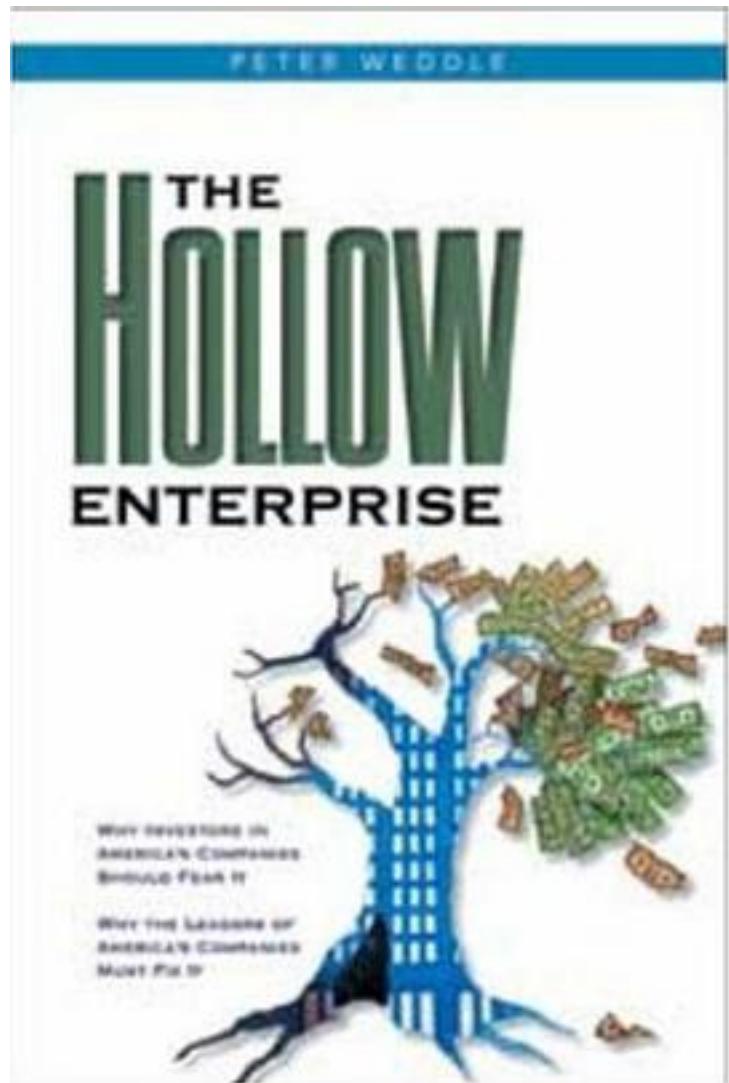


Hollow Enterprise



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Challenging the conventional wisdom of effective business leadership, this critique reveals how to identify and fix hollow enterprises by looking at the assumptions, priorities, and actions of their leaders. The American corporation is fast becoming a hollow entity, one without the human spirit necessary to prevail in the tough global markets of the 21st century. Re-imagining workers as an asset, as well as a cost, this manual argues that the only way for businesses to compete is to enhance the value of that asset, to invest in human capital, in order to recruit and retain great workers and keep their corporations from becoming devoid of talent. This book is a wake-up call for investors and leaders who want to avoid being blindsided by the loss of the necessary talent to succeed.

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