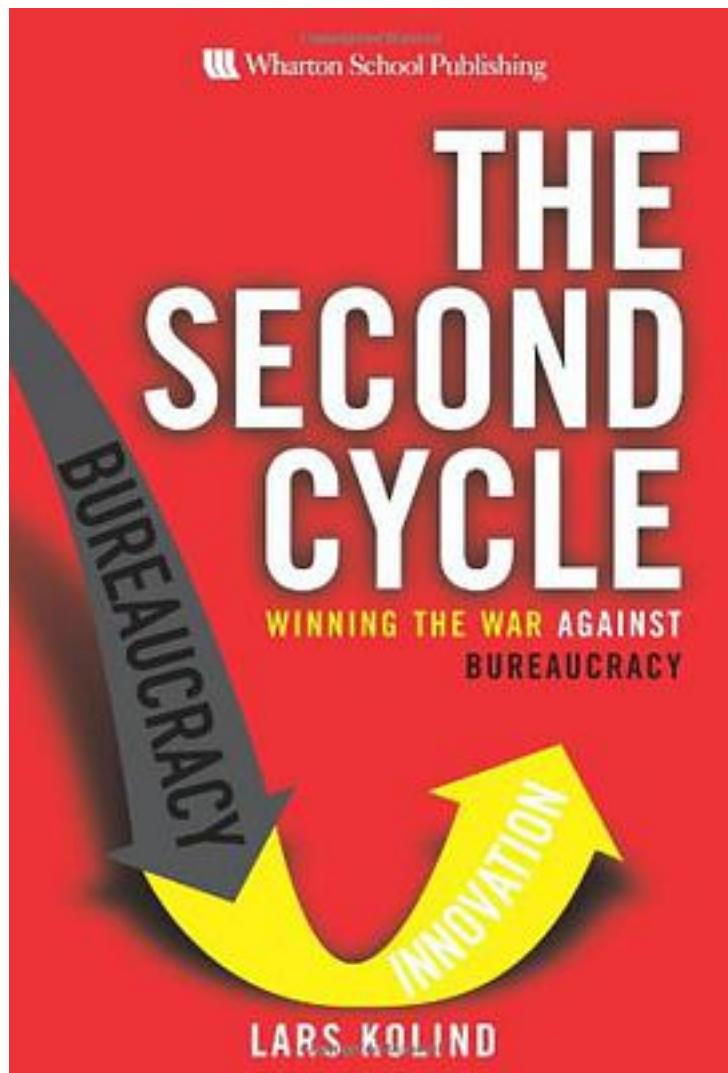


第二个循环 THE SECOND CYCLE



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You're growing fast. You're profitable. Maybe they're even writing great things about you in the business press. But, just beneath the surface, are you incubating the seeds of disaster? It's happened over and over again, in one industry after another, to companies ranging from IBM to Upjohn. In this book, Lars Kolind helps you uncover the earliest signs of trouble--and reignite a powerful new growth cycle. Drawing upon his own experience as the CEO who turned around Oticon, the world's top manufacturer of hearing aids, Kolind introduces a comprehensive toolbox for revitalizing mature organizations: tools for creating consensus around change, using staff more effectively, promoting innovation, and much more. Finally, he applies his tools to a wide range of organizations in decline, including the U.S. auto industry. The result: specific, practical advice you can adapt to galvanize your organization, no matter how well you're doing today.

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书评

典型的丹麦人翻新思想-我可没说创新-看过80年代基业长青的人可以找着共同点，没有经过多次实践的理论（当然有事实基于他自己之前整合的一个公司的理论），不过这个村里人的素质有待质疑，叫人家别看重钱。。。自己又很。。。反正很村。

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