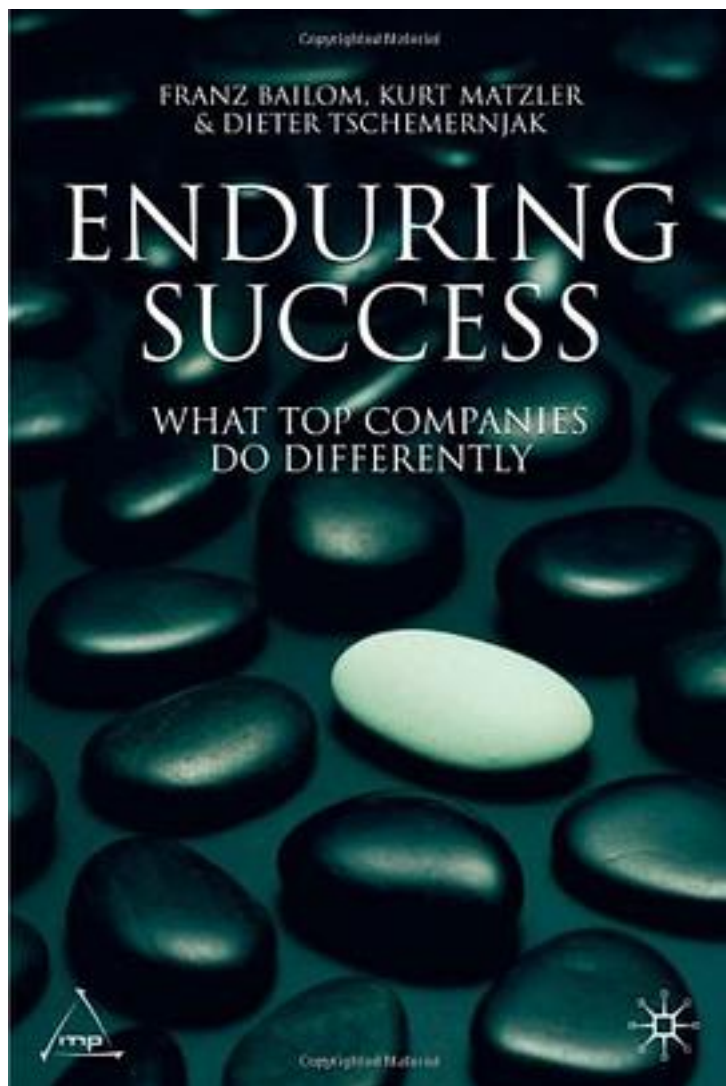


Enduring Success



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[FRONT FLAP] Why are some companies able to achieve success, even under difficult circumstances, whereas others struggle and face problems? The results of this large-scale study of over 1,100 companies in 10 countries and interviews with some of the most successful leaders are clear. Success does not depend so much on market characteristics or industry attractiveness. The company's fate is largely self-determined, it depends on a handful of features of the firm itself that are completely in the top-management's sphere of influence. The book looks at the pillars of success of high-performing companies, and how they perform in areas such as innovativeness, market orientation, core competencies and leadership and entrepreneurship culture. Many examples from a wide variety of industries and interviews with top-managers, such as Peter Brabeck-Letmathe, CEO Nestle, Rene Obermann, CEO Deutsche Telekom, Markus Langes-Swarovski, Swarovski, give insights into the secrets of success of top-performers. [BACK FLAP] FRANK BAILOM holds a doctorate in social and economic sciences from Innsbruck University. Before he founded the international strategy consulting company IMP together with Dieter Tschemernjak and Professor Hans Hinterhuber, he was a researcher and lecturer at the Department of Management of Innsbruck University in Austria. The results of his research in strategy, innovativeness and consumer behaviour have been published in numerous international journals and presented at international conferences. Currently, he is managing director of IMP Austria and works as a senior consultant for international companies. Bailom lectures on various MBA programmes in Austria, Germany, Italy and Switzerland. KURT MATZLER is Professor and Chair of the Department of International Management at Johannes Kepler University in Linz, Austria. Matzler has worked as a visiting professor and research scholar at universities in the United States, Austria and Italy. His primary research and teaching interests are in the areas of global strategic management, innovativeness and market orientation. He has authored and edited several books and over 50 articles in peer-reviewed journals. He is director of the Executive MBA programme at the Management Center Innsbruck (MCI) and teaches on several MBA programmes in Switzerland and Austria. As a partner at IMP, he acts as a consultant to companies in the areas of strategy, innovation and marketing. DIETER TSCHERNJAK graduated from Innsbruck University and worked as a researcher and lecturer at the Department of Management at the University of Innsbruck. In 1996, he co-founded IMP (Innovative Management Partner), which specialises in strategy development based on innovative market and organisational analyses. The results of his research in strategy and market orientation have been published in various journals and presented at international conferences. Currently, he is managing director of IMP Switzerland and works as a senior consultant for international companies. He also lectures on executive training programmes in Austria, Germany and Switzerland. [BACK OF JACKET] 'The IMP Model is impressive in that it shows which factors have a decisive influence on companies' success. It is fascinating how the insights it provides correspond to my experiences.' Peter Brabeck-Letmathe, CEO Nestle 'An impressive synthesis of practical top-management experiences and helpful theory which provides direct insights for the strategic management of any company.' Hans H Hinterhuber, Professor Emeritus, Innsbruck University 'This important empirical research project encourages one to rethink classic approaches.' Markus Langes-Swarovski, member of the board, Swarovski 'Lively science in the language of practice. It is well-founded, exciting and provides good examples. A rare successful synthesis which is both stimulating and challenging.' Michael Mirow, Professor of Strategic Management and former head of strategic planning, Siemens "'Ready to Race" is the key philosophy here at KTM. This book deals with the decisive success factors in top companies. It is focused, precise and absolutely performance-oriented in every respect - just as racing is. For that reason it is in the front row of my personal starting line-up.' Stefan Pierer, CEO KTM Sportmotorcycle AG 'Essential reading for every top decision-maker.' Hans-Joachim Reck, Partner, Heidrick

& Struggles, Germany 'I am impressed with the research approach and the findings. Managers can learn a lot from this book' Peter Lorange, President of IMD Business School ISBN- 0-230-55064-9

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