

Whoosh



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Cap Gemini Ernst & Young's Tom McGehee reveals the keys to thriving in today's world of business. In this incisive and practical book, Tom McGehee unveils techniques he developed in Cap Gemini Ernst & Young's Accelerated Solutions Environments to help companies achieve radical innovation. Whoosh presents groundbreaking formulas to bring about sweeping adjustments in business, and guides organizations to jettison deadwood ideals in favor of a focus on the cutting edge. It offers a blueprint for a better type of organization--called a Creation Company--that generates ideas by the truckload. Creation Companies do not hesitate to abandon the industrial age artifacts--best practices, mission statements, policy manuals, etc.--that place false barriers between people and achievement. Whoosh will lead companies, and the individuals within them, to strive for and ultimately achieve the state of Whoosh that will transform the workplace right before their eyes.

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