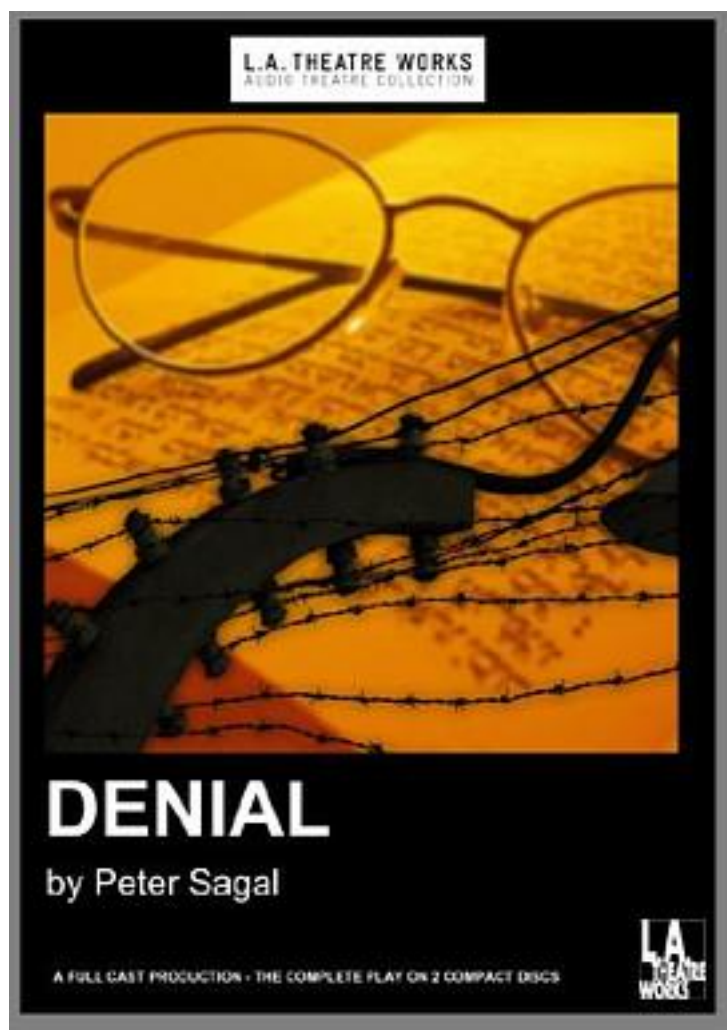


# Denial



[Denial\\_ 下载链接1\\_](#)

著者:Richard S. Tedlow

出版者:Portfolio Hardcover

出版时间:2010-03-04

装帧:Hardcover

isbn:9781591843139

An astute diagnosis of one of the biggest problems in business

Denial is the unconscious determination that a certain reality is too terrible to contemplate, so therefore it cannot be true. We see it everywhere, from the alcoholic who swears he's just a social drinker to the president who declares "mission accomplished" when it isn't. In the business world, countless companies get stuck in denial while their challenges escalate into crises.

Harvard Business School professor Richard S. Tedlow tackles two essential questions: Why do sane, smart leaders often refuse to accept the facts that threaten their companies and careers? And how do we find the courage to resist denial when facing new trends, changing markets, and tough new competitors?

Tedlow looks at numerous examples of organizations crippled by denial, including Ford in the era of the Model T and Coca-Cola with its abortive attempt to change its formula. He also explores other companies, such as Intel, Johnson & Johnson, and DuPont, that avoided catastrophe by dealing with harsh realities head-on.

Tedlow identifies the leadership skills that are essential to spotting the early signs of denial and taking the actions required to overcome it.

作者介绍:

目录:

[Denial 下载链接1](#)

## 标签

职场与管理

商业与金融

OverDrive

(English)

## 评论

-----  
[Denial\\_下载链接1](#)

## 书评

是像怪物一样活着，还是像好人一样死去？  
在美国电影导演马丁·斯科塞斯的新作《禁闭岛》结尾处，莱昂纳多·迪卡普奥扮演的警探泰迪所说的这句台词，无疑是其正视真相，并最终做出选择的最好证据。而哈佛大学商学院教授理查德·泰德罗在其新书《否认：企业领导者缘何无法直面事...

-----  
[Denial\\_下载链接1](#)