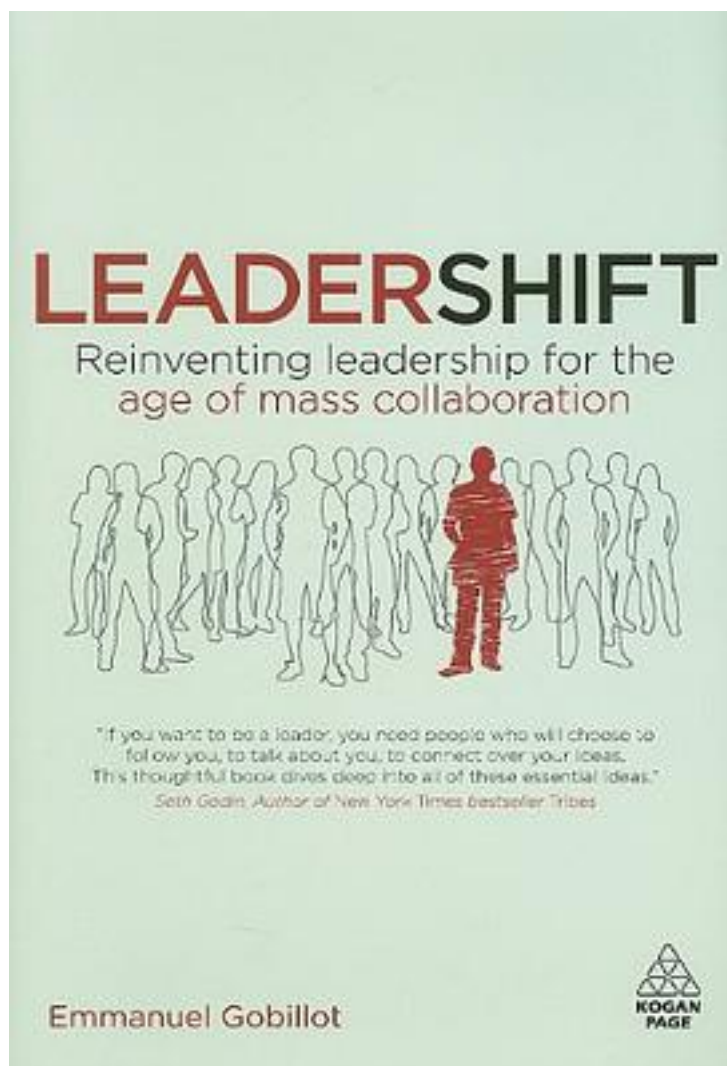# Leadershift

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著者:Gobillot, Emmanuel

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Leadershift is about adapting and changing traditional models of leadership in response to the influence of mass collaboration, a form of collective action involving large numbers of people working independently on a single project – Wikipedia, for example. As traditional models of collaboration are radically altered, those in leadership roles need to understand their place in this new hierarchy and how to respond. Mass collaboration requires a form of leadership that is prepared to let go of the experience, expertise and control it holds precious and be able to see mass participation as an opportunity rather thana threat. Emmanuel Gobillot describes how to adapt traditional leadership roles, and presents the tools necessary to succeed in this new age. His model allows leaders to successfully engage with these communities, recognize and develop talent, and win customer loyalty. Each chapter concludes with a "30 second recap" that summarizes key ideas.

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