

1. Record Nr.	UNINA9910141380303321
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Titolo	Strategic IQ [[electronic resource]] : creating smarter corporations / / John R. Wells
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, 2012
ISBN	1-119-20729-0 1-283-96038-9 1-119-94278-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (329 p.)
Disciplina	658.4/012
Soggetti	Strategic planning Organizational effectiveness - Management Organizational change Success in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Smart strategy -- pt. 2. Smart structure -- pt. 3. Smart minds.
Sommario/riassunto	"Why do once-successful companies fail?The book identifies 3 types of inertia that can be fatal to the most successful company: strategic/structural/ personal. Senior executives often go to great lengths to resist change. When things start to go awry, they try harder (through efficiency gains, etc) and therefore may simply be getting better at doing the wrong thing. Instead they need to analyse their market effectively and diagnose what is needed to respond to the real threats outside. The illustrations throughout the book give the reader real-life tales of competition on the edge and show what took place behind the public narrative of many prominent companies.This book will prompt executives to ask: What is your Strategic IQ? Do you have the strategic intelligence to keep ahead of your competitors? Readers will find the book enlightening and its lessons easy to apply: It provides a framework for understanding strategic intelligence A roadmap for advancing up the intelligence ladder Assessment tools to measure progress John Wells shows how traditional success metrics such as revenue growth, profit, market share, reputation and stock price often

fail to predict impending disaster - and what to do about it"--
