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Autore	Morgenroth, Klaus
Titolo	Le terme technique : approches théoriques, études statistiques appliquées à la langue de spécialité économique du français et de l'allemand / Klaus Morgenroth
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Nota di contenuto	Cover; Contents; List of Figures; List of Tables; Acknowledgements; Preface; Introduction; PART 1 WHO NEEDS WISDOM?; 1 Wisdom and Leadership; The Leadership of Chaos and Pragmatism; Nurturing the Attributes and Capabilities of Wisdom - The Role of Business Schools; 2 Understanding Practical Wisdom; What Happened to the Phronimos?; Wisdom Through Adversity; Wisdom in the Modern Business Organisation; Wisdom: A Balance of Attributes and Capabilities; The Development of Wise Leadership within the Organisation; Collaborative Wisdom and the Collective Vision; Exercises PART 2 WISDOM AND LEADERSHIP PRACTICE 3 Operational Leadership: The Development of Credibility and Trust; Leadership in a "Global" Cultural Context; Requisite Experience; Open-Minded and Pragmatic Leadership; Wise Decisions Require Light and Fast Feet; Practical Wisdom: The Logic of People Centricity; Effective Management of Acculturation Through Clarity and Consistency; Rely on Expert Intuition in the Face of Doubt and Uncertainty; Exercises; 4 Practically Wise Operational Leadership: Fundamental Principles and Perspectives;

Dangerous, Confusing and Operationally Unnecessary?
Practical Wisdom and the Application of Universal Values
The Importance of the Consistent Application of a Single Dominant Logic;
Practical Wisdom: The Development and Maintenance of an Inculcated
Leadership Cadre; Individual Self-Sacrifice for the Benefit of the
Organisational Community; Exercises; 5 Operational Leadership
Imperatives; Raise Your Gaze from the Desk; How Not to Manage a
Change in an Organisation's Dominant Logic; Operational Leadership
Imperative One: Recognise You Are Running a Marathon; Operational
Leadership Imperative Two: A Holistic Leadership Approach
Operational Leadership Imperative Three: Re-Prioritise
Profitability
Operational Leadership Imperative Four: Soft-Hearted
Pragmatism - The Development of the Organisational Community;
Exercises; PART 3 PRACTICAL AND COLLABORATIVE WISDOM WITHIN A
GLOBAL LEADERSHIP CONTEXT; 6 Global Leadership Perspectives and
Capabilities; Blackburn Needs Global Leaders! - Consistently Apply the
Global Leadership Mindset; What Happened to the Hittites? - Have a
Sense of Global and Historical Perspective; Who was Magellan? - Eagerly
Go Where You Have Never Gone Before
That Bill Gates is Just a Geek - Leaders Must See Entrepreneurial
Opportunities in Innovative Ideas
Is The Earth Really Spherical? -
Sensitivity to Alternative Views; Was Alexander So Great? - Common
Vision and Long-Term Perspective; Sell Soap: How Difficult Can It Be? -
Global Efficiency and Local Responsiveness; The Application of
Collaborative Perspectives and Attributes: The Dumb versus the Smart
Operational Leader; Exercises; 7 Resolving the "Onion Skin" Issue; I'm
Leading - How Did That Happen?; I'm Confused - Where Do I Start?;
Let's Play Find the Leader
Sounds Reasonable: But How Does it Work in the Context of My Present
Role?

Sommario/riassunto

Greg Park argues that corporate superstars collapse not primarily due to poor products, inadequate market penetration, financial mismanagement or self-aggrandisement, but rather by a leadership lacking the fundamental values, principles, perspectives, attributes and capabilities for long term organisational survival. The resultant inadequate cognitive mental process of leadership invites inevitable failure, through loss of confidence, motivation, cohesion, advocacy and energy amongst the community of stakeholders. Collaborative wisdom is the existence within the dominant coalition of an organi
