

1. Record Nr.	UNINA9910829815303321
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Titolo	It's not rocket science : 4 simple strategies for mastering the art of execution // Dave Anderson ; foreword by Tom Crean ; cover design, C. Wallace
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2015 ©2015
ISBN	1-119-11665-1 1-119-17499-6 1-119-11664-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (0 p.)
Disciplina	658
Soggetti	Management Leadership Organizational behavior Organizational effectiveness
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.
Sommario/riassunto	Stop chasing hot trends and start driving real growth It's Not Rocket Science blasts through the trends and false promises permeating the business world to help you and your company get back to basics and get things done. Why doggedly pursue the "next big thing" when the most effective drivers of growth are right under your nose? This book asserts that you've already heard, been taught, and know well the key fundamentals that spell business success, and presents a compelling, four strategy blueprint for returning your business culture and strategies to a rock solid foundation of execution excellence. Each chapter opens with The Challenge, which outlines a current condition that exists due to a departure from common sense behaviors, and tasks you with following the appropriate execution principles to get your business on the right track. After a thorough explanation of "what" and "why," each chapter gives you the actionable "how" so you can implement these valuable steps and master the art of execution in your

organization. Shifting sands do not make for a sustainable structure. If your organization is to be robust and strong enough to weather any storm, the strength must come from the very core; the ability for each member of your team to execute daily and effectively towards your organization's most compelling goals. Frankly, the last things most organizations need is another goal they'll miss because they can't execute well. This book reminds you of the four timeless execution methods and strategies that have proven themselves over centuries, and shows you how they are implemented in today's business environment. Get the leaders right Get the culture right Get the people right Get the process right Today's flash in the pan may be superficially intriguing, but is it really that much different from yesterday's "hot tip"? Fundamentals are fundamental for a reason, and It's Not Rocket Science is the common sense guide to putting away flavor-of-the-month toys and getting down to business.
