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Nota di contenuto	Front Cover -- 21 For 21: Leading the 21st Century Global Enterprise -- Copyright Page -- Contents -- About the Authors -- Dedication -- Acknowledgments -- Prologue -- Introduction - Setting Expectations -- The Principles -- 1 - Simplicity: The New Competitive Advantage -- Upon Reflection... -- 2 - If It Isn't Broke, Break It! -- Upon Reflection... -- 3 - Leveraging Knowledge Is Power - Not Simply Sharing It -- Upon Reflection... -- 4 - Four Cs for the 21st Century: Codification + Collaboration + Convergence + Coherence = Success -- Codification -- Collaboration -- Convergence -- Coherence -- Upon Reflection... -- 5 - Codify - Codify - Codify! -- Upon Reflection... -- 6 - Connect the Dots -- Connect the People -- Upon Reflection... -- 7 - The Gull Who Flies the Highest, Sees the Furthest - A Framework for Architecting -- Upon Reflection... -- 8 - Successful Engineering - Design It in -- Upon Reflection... -- 9 - Systems Engineering + Project Management = Success -- Upon Reflection... -- 10 - Successful Innovation Means Commercialization -- Upon Reflection... -- 11 - Search for Best- practices-to-be -- Otherwise, Adopting Best Practices = Mediocrity --

Upon Reflection ... -- 12 - Think Outside the Box - However, Remember You Need to Implement in It -- Upon Reflection... -- 13 - Secret of Successful Negotiations: Expand the Pie from the Outset -- Upon Reflection... -- 14 - It's Not What You Know, but Who Knows You that Counts the Most -- Upon Reflection... -- 15 - Best Answers are Derived from the Right Questions -- Upon Reflection... -- 16 - Bring a Solution with Every Problem -- Upon Reflection... -- 17 - Successful Knowledge Management (KM) = Leadership + Organization + Technology + Learning -- Upon Reflection... -- 18 - Three Circles for Success: Objective + Resources + Legitimization -- Upon Reflection... -- 19 - Master Luck: Do Not Believe in Miracles -- Rely on Them. Upon Reflection... -- 20 - Avoid the Silver-bullet Approach -- Upon Reflection... -- 21 - Say What You Mean, and Mean What You Say -- Upon Reflection... -- CODAs -- #1 - The Seventh Discipline: The Art and Science of Integrating Multinational Organizations -- #2 - What's in a Name: Can You Name Your Assets? -- #3 - Genius: A Marriage of Art and Science -- #4 - Globalization: A Clash of Cultures -- #5 - The Final Encore: Can It Come Together? -- Books That Matter -- References -- Endnotes -- Index.

Sommario/riassunto

Based on over fifty years of experience from the author's hands-on work in the field, Michael Stankosky provides 21 guiding principles on how to lead and manage today's global organization. 21 for 21 is packed with case studies, aiding visuals, and mantras to help facilitate a deeper understanding of the dynamics and complexity of leading and managing a global enterprise, and it is both multi- and interdisciplinary in its treatment. Each chapter focuses on a different principle: from successful knowledge management, to the secrets of successful negotiations, and managing systems engineering alongside project management. This applicable guide is an ideal companion for MBA students of management, leadership, and innovation, and it is also of keen interest to senior managers and leaders in a global organization, and researchers in these areas.
