

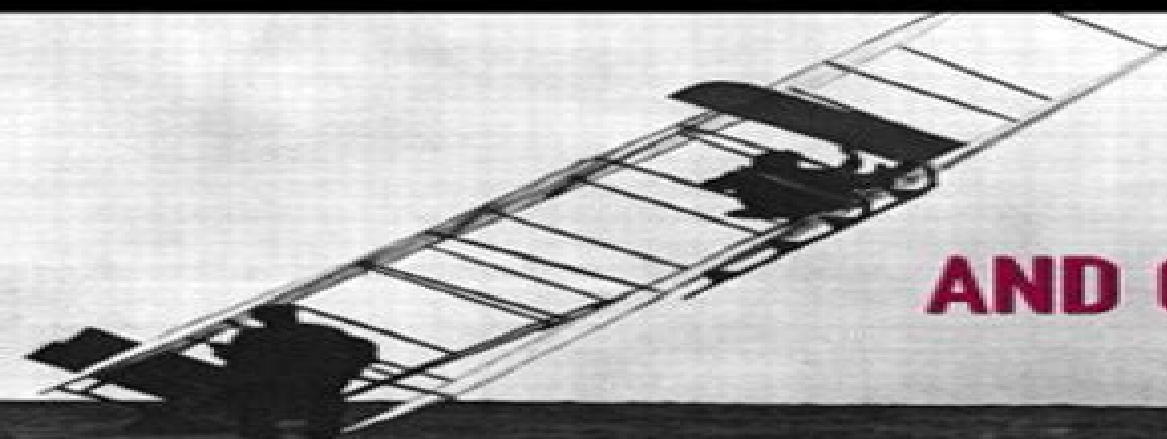
WHY SOME COMPANIES DOMINATE



GOING THE DISTANCE

Kevin Kennedy - Mary Moore

Foreword by Don Valentine, Founder and Principal Partner, Sequoia Capital



AND OTHERS FAIL



Going The Distance Why Some Companies Dominate And Others Fail

George Kleinman



Going The Distance Why Some Companies Dominate And Others Fail:

Going the Distance Kevin John Kennedy, Mary Moore, 2003 *Going the Distance* identifies eight key obstacles to the long term success of great businesses and shows exactly how to overcome them Former Cisco SVP Kevin Kennedy and leading consultant Mary Moore show how to assess corporate health and correct weaknesses in leadership strategy product marketplace alignment governance and more before it's too late *Going the Distance* provides a total framework for maintaining market leadership into the next generation

The Truth About Managing People...And Nothing But the Truth Stephen P. Robbins, 2003-06-11 This isn't just someone's opinion It's the first definitive evidence based guide to effective management In *The Truth About Managing People and Nothing but the Truth* Robbins delivers principles you can rely on throughout your entire management career regardless of your organization role or title This is a management book that cuts through the soft opinion and conjecture books that have dominated the business shelves in recent years and shows what management researchers know actually works or doesn't work when it comes to managing people Drawing on the author's 30 years of research and textbook writing experience Robbins has distilled the results of thousands of research studies on human behavior into over 60 proven truths that can transform how you manage people and the results that are achieved The author provides guidance to you organized around key human behavior related problem areas that managers face hiring motivation leadership communication team building conflict management job design evaluating performance and coping with change along with guidance to help you apply the information and improve your managerial effectiveness

End-to-End M&A Process Design Thorsten Feix, 2020-07-07 The textbook provides a holistic M A reference model for capturing value and transaction rational in dynamic eco systems in the 2020s The digitalized End to End M A Process Design applies five process modules It fosters the full scope of digital tools and describes how it could be applied for shaping business model innovations and revitalize corporate portfolios and vice versa This textbook has been recommended and developed for university courses in Germany Austria and Switzerland

Options Made Easy Guy Cohen, 2005-07-18 In *Options Made Easy* Second Edition Guy Cohen clearly explains everything you need to know about options in plain English so that you can start trading fast and make consistent profits in any market bull or bear Simply and clearly the author reveals secrets of options trading that were formerly limited to elite professionals and exposes the dangerous myths that keep investors from profiting As you set out on your options journey you'll learn interactively through real life examples anecdotes case studies and pictures Guy Cohen is your friendly expert guide helping you pick the right stocks learn the right strategies create the trading plans that work and master the psychology of the winning trader Master all the essentials and put them to work Options demystified so that you can get past the fear and start profiting Learn the safest ways to trade options Identify high probability trades that lead to consistent profits Design a winning Trading Plan and stick to it Understand your risk profile and discover exactly when to enter and exit your trades Choose the right stocks for maximum profit Screen for your best

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The Globalization Gap Robert A. Isaak,2004-07-16 For most people except the world s very richest globalization is failing catastrophically If we don t act its failure will lead to a global upheaval worse than any in human history But there s another better path Isaak shows how a new globalization can give the poor a powerful stake both here and abroad Isaak s ideas can lead toward a more stable peaceful world in which we can all build our futures rich and poor alike

Venture Capital Investing David Gladstone,Laura Gladstone,2004 In his classic bestseller Venture Capital Handbook leading venture capitalist David Gladstone showed thousands of companies how to get funding and work with early stage investors Now in his revision of the classic Venture Capital Investing he looks at venture capital through the eyes of the investor Gladstone shows all of you VC investors and angels exactly how to weed through scores of business proposals and find the gem that will deliver outstanding returns especially in these soft economic times You will learn what to look for in a business proposition how to assess entrepreneurs and their management teams how to evaluate financial statements market niches competitive environments and product innovations how to investigate a business that s already operating and how to build effective partnerships with existing portfolio companies

Brave New Wealthy World John C. Edmunds,2003 This book cuts through the conventional wisdom and ideologies that hide the true implications of globalization and reveals a pragmatic path to a hopeful future Jacket

Profits You Can Trust H. David Sherman,S. David Young,Harris Collingwood,2003 Readers can learn about deceptive financial reporting strategies to help avoid the accounting landmines that can destroy even the most successful business

Franchising Stephen Spinelli,Robert Rosenberg,Sue Birley,2004 Hundreds of potential entrepreneurs investigate franchising every year but this enormous business opportunity remains hugely misunderstood Franchising Pathway to Wealth Creation delivers that guidance from start to finish

Getting Bigger by Growing Smaller Joel Mark Shulman,Thomas T. Stallkamp,2004 A breakthrough model for growth in today s stagnant mega corporations this is the first book to provide practical methods for actually creating and implementing smaller units within large companies to enable continued growth

It's Your Move Cyndi Maxey,Jill Bremer,2004 From the coauthor of Training from the Heart comes a motivational book on living one s best life at home or at work

Weirdos in the Workplace John Putzier,2004-07-29 The author has hit on something here particularly the fact that it is high time we

quit thinking that treating everyone the same is somehow fair Like it or not the realities uncovered in this book are just that real And if you plan to be a significant player in the workplace of the future I suggest you take them seriously because your success depends on it As John says As goes the world so goes the workplace Richard Irwin President and CEO IntegraCare Corporation John captures a refreshing winning formula in a practical simple context to leverage weirdness into creativity and innovation the core of sustainable competitive advantage and success Rejoice in and celebrate our weirdos James E Hoffman Jr President Catalyst Consultants LLC and the CEO Forum of Pittsburgh To hear John Putzier tell it there are so many weirdos in the workplace that you re almost weird if you re not But if you re a manager don t let how weird someone is distract you from what really matters how well they re performing Here s help for jumping to the right conclusions about people Maureen Anderson Host The Career Clinic radio program This book gives a dose of medicine to cure the paradigm bug that plagues most of us in the business world The author takes complex situations and concepts and boils them down to their bare essence I just wish I could have him by my side when they happen to me I guess having this book is the next best thing Mark A Treat Client Services Organization Development Acxiom Corporation CMTII Group Putzier has nailed the American paradox the tension between individuality and the need for organized group effort His decision making and problem solving tools help to resolve this classic cultural conflict the value of weird thinking diversity and individuality pushing the bounds of what is normal versus the utility of social norms in groups His book is a primer for designing organizations departments or teams to maximize off center behavior This balance already a rare one will increase in importance as work becomes delocalized cross disciplinary and global This book provides basic knowledge for any company committed to innovation or excellence or just competitive advantage Margaret J King Ph D Director The Center for Cultural Studies Analysis American Creativity Association Surviving and Thriving in the Age of the Individual One employee always wears the same outfit to work another talks to herself all day another moonlights as a stripper another has fierce body odor and still another adorns his cubicle with hateful messages about his boss As a manager what should you do about such behavior The best answers aren t obvious Your most innovative and productive people are often your strangest and while weirdness can be rooted in brilliance it can also be a real annoyance that serves no purpose Like it or not as modern culture embraces the individual weirdos anyone different from you become more commonplace In *Weirdos in the Workplace* top human resources consultant John Putzier explains how managers can harness the natural weirdness often found in high performers at every level while curbing behavior that s disruptive Putzier presents 32 fascinating real world case studies to illustrate the legal human resources and business ramifications of unusual behavior in the workplace and which solutions are most effective This book explains how to Manage unconventional people by understanding why they behave as they do and what to do about it Migrate toward a high performing organization built around the individual and foster an environment that attracts motivates and retains the best and brightest Tap your own natural weirdness and find your niche by integrating your

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twenty five crucial tips **Decide & Conquer** Stephen P. Robbins, 2004 Robbins identifies the major roadblocks that stand in the way of making high quality decisions and shows readers exactly how to overcome them **Fame & Fortune** Charles J. Fombrun, C. B. M. van Riel, 2004 Companies with strong reputations are better able to attract customers investors and quality employees and to survive crises that would destroy weaker firms Fame and Fortune shows how to quantitatively measure your company's reputation estimate its business value and systematically enhance it over both the short and long term First you'll learn how to benchmark your firm's reputation against key rivals in six key areas ranging from product quality to emotional appeal Next you'll discover that the winners of global reputation surveys get to the top by following a set of core principles through which they build visibility distinctiveness consistency authenticity and transparency Then starting from where you are now you'll learn how to implement genuine corporate initiatives that strengthen two way dialogue with all your stakeholders and build the reputational capital you will need to succeed and thrive Why reputations matter the proof in cold hard cash Quantifying the unquantifiable the value of your corporate image The reputation audit discovering where you stand Six key measures of your corporate reputation Using the Reputation Value Cycle to your advantage Creating a virtuous circle in which reputation enhances business corporate value Making it real the elements of trustworthiness Building and communicating authenticity consistency and transparency Standing apart from the crowd Improving your visibility and your distinctiveness How FedEx did it lessons for your organization Reputational best practices from a company built on trust Create quantifiable business value by building your company's reputation The definitive business reputation guide for every corporate officer strategist corporate communicator and marketing professional How to audit your reputation and benchmark your competitor An integrated approach that cuts across communications strategy marketing and organization Techniques for strengthening your reputation with investors customers partners regulators citizens and employees Includes detailed tools from the Reputation Institute's own StellarRep™ model the world's #1 reputation management toolkit Companies with great reputations do better on virtually every business metric Now you have unprecedented access to a roadmap for building the kind of reputation you need and deserve Drawing on unsurpassed experience and the field's best research two leading experts illuminate reputation management for executives business communicators marketers and strategists alike You'll first review the powerful business case for actively managing your reputation Next you'll realistically assess where you stand in areas ranging from product quality to financial strength vision to social responsibility discovering how to make the most of your strengths as you overcome your weaknesses The authors show that to improve reputation you have to improve visibility distinctiveness authenticity transparency and consistency throughout the enterprise not just in traditional silos like PR advertising or IR Want the powerful business value that arises from a world class reputation One book will show you how to get it Fame and Fortune A strong reputation is an enduring source of competitive advantage In Fame and Fortune Fombrun and van Riel show how successful companies mobilize the

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