



# Corporate Plasticity

By Schuh, Christian / Triplat, Alenka

Condition: New. Publisher/Verlag: Springer, Berlin | How to Change, Adapt, and Excel | What do The Beatles, Apollo 13, the Roman military, a pack of wolves, and the very best companies in the world all have in common? Answer: Plasticity. They can change, adapt, and excel as the situation requires. In most organizations, strategy and functional excellence get the most attention. But even the best of either provides only limited long-term advantage. Highly effective organizations add Plasticity as a third dimension and rack up stellar breakthroughs - again and again. It is the key ingredient that allows strategy and functional excellence to deliver value. As the authors show in Corporate Plasticity: How to Change, Adapt, and Excel, Plasticity also enables great organizations to break down barriers and collaborate in the pursuit of a common objective, and to reconfigure or rewire themselves to face down challenges or reach ever-stronger competitive positions. Through entertaining stories and astute analysis, this book demonstrates that Plasticity spurs sports teams to become champions, companies to book record earnings, and artists to attain worldwide fame. You can use its principles - adaptability, flexibility, fluid networks and roles, lofty goals, and innovation, among others - to achieve operational...



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