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# Rethinking The Future: Rethinking Business Principles, Competition, Control And Complexity, Leadership, Markets And The World



## Synopsis

The world's foremost business thinkers look at how organizations can be redesigned to survive and thrive in tomorrow's hypercompetitive global environment, giving readers a framework for understanding the big picture. Essential reading for anyone concerned with business success beyond the next quarter, *Rethinking the Future* gives a panoramic perspective in an accessible context.

## Book Information

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## Customer Reviews

*Rethinking the Future* is a collection of interviews with experts who examine issues related to organizational change for the twenty-first century. The book contains a framework for creating the future in business, economics, and society in an environment of rapid change. The book has six sections with contributions from various writers as follows: *Rethinking Principles* - Charles Handy, Stephen Covey *Rethinking Competition* - Michael Porter, CK Prahalad, Gary Hamel *Rethinking Control & Complexity* - Michael Hammer, Eli Goldblatt, Peter Senge *Rethinking Leadership* - Warren Bennis, John Kotter *Rethinking Markets* - Al Ries & Jack Trout, Philip Kotler *Rethinking the World* - John Naisbitt, Lester Thurow, Kevin Kelly These thinkers present diverse views about key issues within their fields at the dawn of the 21st century. There are some common themes. Technology is viewed by all as the catalyst for the rapid rate of change. The widespread availability of technology has led to the democratization of information throughout the workplace. The world's leading nations in the east and the west are experiencing a shift to a knowledge-based economy requiring

knowledge workers. These knowledge workers must be highly educated and possess technology skills. Another theme with strong consensus is the notion that the path to the future won't be found by implementing models and strategies that have been successful in the past. Technology has facilitated the globalization of the world economy. This trend has forced business to rethink itself in terms of competition, markets, and trade. Convergence within and between industries will continue. This is evidenced by project or product based alliances. The goal of business is the satisfaction of customer needs.

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