

## Serial Innovators: Firms That Change the World

*Claudio Feser*

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**Claudio Feser : Serial Innovators: Firms That Change the World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Serial Innovators: Firms That Change the World:

1 of 1 people found the following review helpful. Highly insightful and readable at the same time By Michael Bloch This is a remarkable book. It is built on extensive research in science, psychology, economics which is then translated in the world of business and organization development. Quite uniquely for a serious business book, it reads extremely well as it uses a book-long case study of a young CEO turning around an ailing medical devices company (a la Goldratt, in The Goal). This turns many of the theoretical insights immediately applicable to many business situations. The book closes with an interesting list of questions any business person can use to leverage the book's ideas

in his or her own context. Unlike many book's todo list, this doesn't prescribe simplistic solutions but is framed as a set of questions and leaves it up to the reader to design the solutions uniquely applicable to his/her case. All in all, one of the best business books I've read in a long time.

0 of 0 people found the following review helpful. Surprise: a page-turner business book

By David  
This book achieves what only very few "business books" do: it takes scientific insights and applies them to real life (and real business...). The reader joins the journey of a CEO who faces challenges, discovers various concepts and then applies them. The book is entertaining and captures the reader from the beginning. A broad range of topics is covered in sufficient depth. Since reading it, I have had repeated "deacute;ja-vus" in my everyday life.

Buy this book if you:

- \* Are interested in the human and organizational drivers at play in business
- \* Want to know why many of the things are the way they are in your organization and in society
- \* Want to get a realistic view on key management challenges and their potential solutions
- \* Enjoy entertaining books

Do NOT buy this book if you:

- \* Want to get up to speed on the latest buzz words (this book is BS-free)
- \* Read books to fall asleep (it could keep you awake)
- \* Already have too many interesting facts and stories to share at cocktail parties

0 of 0 people found the following review helpful. Phenomenal read!

By Faridun  
This is a phenomenal book. First, it gives the reader an understanding of how organizations REALLY work. Drawing parallels to organizations as living organisms, the book does a great job in explaining why organizations behave and act in the way they do- and as a result why they find it hard to consistently deliver what they would like to. The author does a great job in using well founded theories as a basis for explanation. Since these are grounded in significant academic, neuroscience and psychological advances, they provide a solid starting point to understand 'what lies beneath'- both at the individual level and at the organization level. The material does well to differentiate between the two. The organization is not merely a collection of individual mindsets and behaviours- rather a dynamic interplay then becomes evident. To bring it to life, the book is interwoven with a 'story' of an organization and it's individual leaders. This helps bring the theory to application very quickly and in a way any reader can connect with. One can see through the eyes of incidents in the story that all of us experience in our daily life- what drives them and how we can deal with and shape them better.

Read this book if you want to see your organization in a new light- with a perspective that will enable you to create a completely different and deeper understanding of what is going on and use a new toolkit to shape a more adaptive, agile organization.

"The average life expectancy at "birth" of a firm is roughly 15 years, and only one out of twenty lives longer than fifty years. Firms are born, they grow, then they struggle to keep up with changing markets. Slow adapters often become big losers, fall by the wayside, and die. Serial Innovators studies the factors affecting the aging of firms, particularly those that slow down their ability to adapt to changes in the marketplace. The book reviews recent findings in relevant academic fields—behavioral economics, psychology, neuroscience, organizational science, network theory, anthropology, sociology, and strategy—to understand how firms, as they grow, develop rigidities that prevent change. It develops a model of organization that is adaptive, innovative, and can create significant value for its stakeholders for long periods of time".