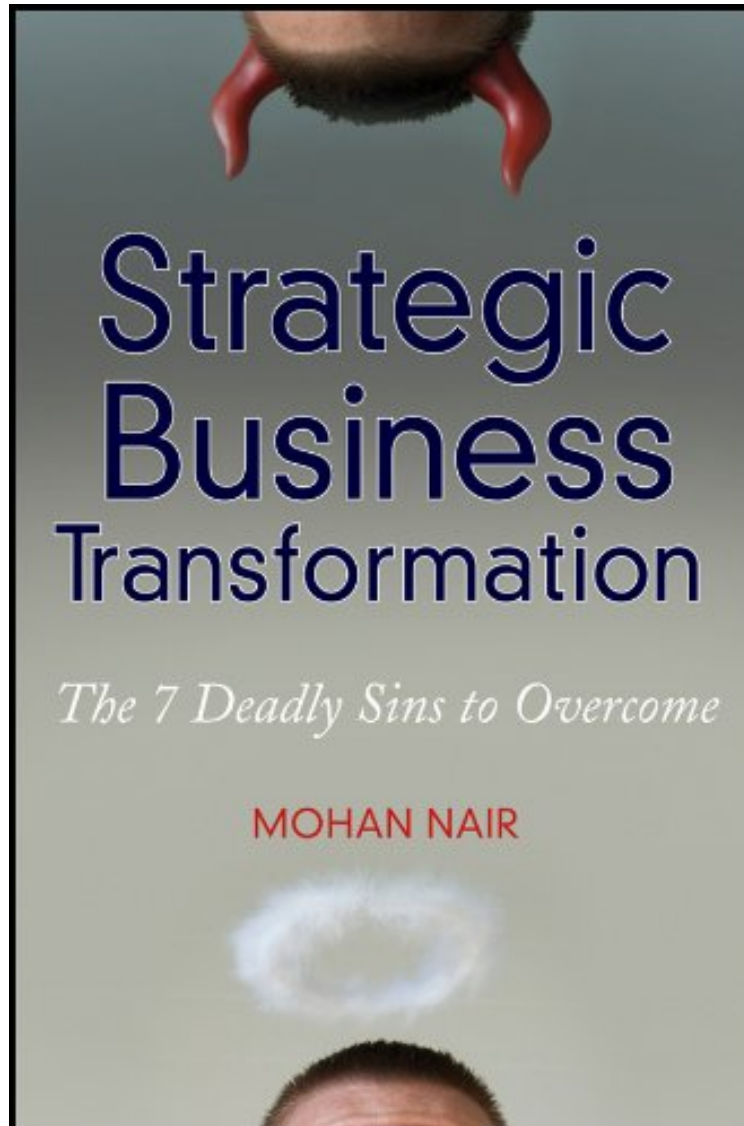


Strategic Business Transformation: The 7 Deadly Sins to Overcome

Mohan Nair

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Mohan Nair : Strategic Business Transformation: The 7 Deadly Sins to Overcome before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Business Transformation: The 7 Deadly Sins to Overcome:

1 of 1 people found the following review helpful. Corporate HR Realignment Process By kim elseyWell, this book is all about aligning an organization's goals and aspirations - but it is devoid of the customer value that these organizations must prove to win a customer's preference. This text is not about the entire business transformation process at all, but about the cultural soft-side of a business. After all, if customers don't embrace the value proposition

of a businesses' offerings experiences, then why is all of the contents of this book relevant? I would offer that the author might change the title of this book to read: Transforming Organization Cultures in service to Designed Customer Value. This suggested title change assumes, of course, that the reader's organization actually understands what their businesses chosen Value Proposition actually is, which is quite a stretch, in my experience. If all of this rings true to the reader of this review, then this book may provide valuable.

1 of 1 people found the following review helpful. A comprehensive guide to strategic business transformation

By John Rutledge

Our RD VP established a leadership book-of-the-quarter group that is open to all members of our organization. I selected Mr. Nair's book for our quarterly group because it comprehensively addresses the transformation challenges facing our organization. Your organization is almost certainly facing similar challenges.

Our approach to the book was to engage it. Sub-teams formed to seek understanding of each chapter and share with the larger group. People posted comments and summaries on an internal blog. Chapters were read and re-read. Individual copies of the book became dog-eared, full of post-it's and handwritten notes reflecting our involvement with the topics. Topics in the book are discussed in meetings and informal hallway conversations. We have finished reading the book but the real learning and application of Mohan's knowledge have only just begun. The book itself will continue to serve as a valuable resource.

This book represents decades of practical experience, thoughtfulness, humility, deep business acumen, and a depth of market and customer understanding. Each chapter could easily be a book by itself. It is not a book about strategy; it is about business design. Is your business designed to respond to and influence market transforming forces?

0 of 0 people found the following review helpful. Great book! I have seen Mr

By Murphy J. Hensley

Great book! I have seen Mr. Nair present to business audience. He's incredibly smart, funny and humble!

Strategic Business Transformation The seven deadly sins to overcome What can Gandhi, Mother Teresa and Nelson Mandela teach us about running businesses that face transformation in their markets. This book courageously offers that businesses that transform markets or respond to transformation know that they must transform themselves before they transform others. Great companies find a cause greater than themselves, organizes this cause into executable momentum and conquers the imagination of the market. Transforming your business requires a recipe powered by a cause not missions. Read and see how and why.

From the Author

Transform Business by transforming yourself. Check out my TED talk on YouTube.

From the Inside Flap

Strategic Business Transformation When markets transform, companies caught unprepared are left behind. But those who recognize that change is in the air, who are prepared for market shifts, not only prevail but soar to new competitive heights. Focusing on the "Seven Deadly Sins" you must avoid in business in order to survive and thrive during market fluctuations, **Strategic Business Transformation** shows you how to anticipate, understand, and ride on top of transformative market waves. Sharing his extensive strategic advisory experience, author Mohan Nair lays out a framework for understanding and withstanding business transformation, especially when your traditional anchors have become incompatible with the new market waves forming. In **Strategic Business Transformation**, you'll discover the new principles of transformation; find your core purpose; refine your understanding of the momentum of the new markets; develop a value proposition that attracts the target customers; build or buy or ally with competencies that produce this value proposition consistently; and form a performance platform so that you can produce this product or service every time, all the time. Showcasing the traits and insights that many companies and leaders have displayed during market transformation, marketing thought leader Nair delves deeply into the art and science of strategic business transformation to help you anticipate transformation in markets and build your business for advantage ahead of time. You'll also discover that true business transformation is only possible when your corporation is motivated by a greater cause or social issue that will, in turn, inspire your workforce. Through the use of Nair's insights, strategies, and real-world examples, **Strategic Business Transformation** shows you how to navigate structurally transforming markets by avoiding the "Seven Deadly Sins" in business: Ignoring the new principles of business transformation Driving without a cause Missing market momentum Ignoring the two orders of value Overlooking transformational servant leadership Mistaking capability for strategic competence Expecting flawless execution without a performance platform

Strategic Business Transformation also examines why a cause greater than the whole propels organizations to generate transformation beyond the speed of lofty, purposeless, or narcissistic goals. Prepare for market shifts before it's too late. **Strategic Business Transformation** shows you how to design a business framework that will not only withstand changes in the market, but will also give you the edge to make the competition irrelevant.

From the Back Cover

Praise for **Strategic Business Transformation** "Mohan Nair gets it: companies will only do well by doing good." — Marc Benioff, CEO, Salesforce.com "Mohandas Nair is not only named after Gandhi, he gives voice to his transformational principles for the business leader. In **Strategic Business Transformation**, Mohan reveals how organizations can thrive during major shifts in markets." — Carl Hammerschlag, MD, author of *The Dancing Healers* and *The Theft of the Spirit* "Leadership is not only challenged by business cycle phenomena, but even more by the increased rate of structural change in products, markets, and technology. Nair offers wise guidance on making the right strategic moves to take advantage of tectonic shifts in the business landscape." — Philip Kotler, S. C.

Johnson and Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "I have not seen any book that so eloquently combines transformational leadership, customer centricity culture, process excellence, and inspirity (inspired prosperity) with 'globality,' which ensures that you can compete effectively for EVERY Resource, and FROM EVERYWHERE, AND WITH everyone. A must-read for visionary leaders and professionals, I read it with rapt attention from cover to cover."mdash;Bala Balachandran, J.L. Kellogg Distinguished Professor of Accounting and Information Management, Northwestern University