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Reinventing Management: Smarter Choices for Getting Work Done

Julian Birkinshaw

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The recent economic crisis was not just caused by a failure of regulation or economic policy; it was a story of the failure of *management* in a fundamental sense—a deeply flawed approach to management that encouraged bankers to pursue opportunities without regard for their long-term consequences, and to put their own interests ahead of those of their employers and their shareholders.

And looking more widely, there is a creeping disenchantment with management as a profession: surveys show that managers generate less respect than lawyers and bankers in the eyes of the general public, and there are few if any positive role models for management.

"Change isn't just for the rank-and-file anymore; it's coming for you. Instant access to information and global resources have changed the world we live and work in. Julian Birkinshaw shows that 19th century industrial management won't work in a 21st century fluid workplace. Read this, or prepare to be 'game-changed' by someone who has."
—Jack Hughes, CEO, TopCoder

"Technological and social changes are having an enormous impact on the world of business, and on the way companies are managed. In this book, Julian Birkinshaw provides a roadmap for making sense of how the world of management is changing, and he provides useful advice for companies who want to harness the potential that Web 2.0 has to offer."
—PV Kannan, CEO, 24/7 Customer

"Julian Birkinshaw helps us look beyond our legacy management practices, and imagine bold new ways of leading, managing and organizing. Filled with mind-expanding examples, *Reinventing Management* is a must read for managers who want to build an organization that's truly fit for the future."
—Gary Hamel, bestselling author of *The Future of Management*

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