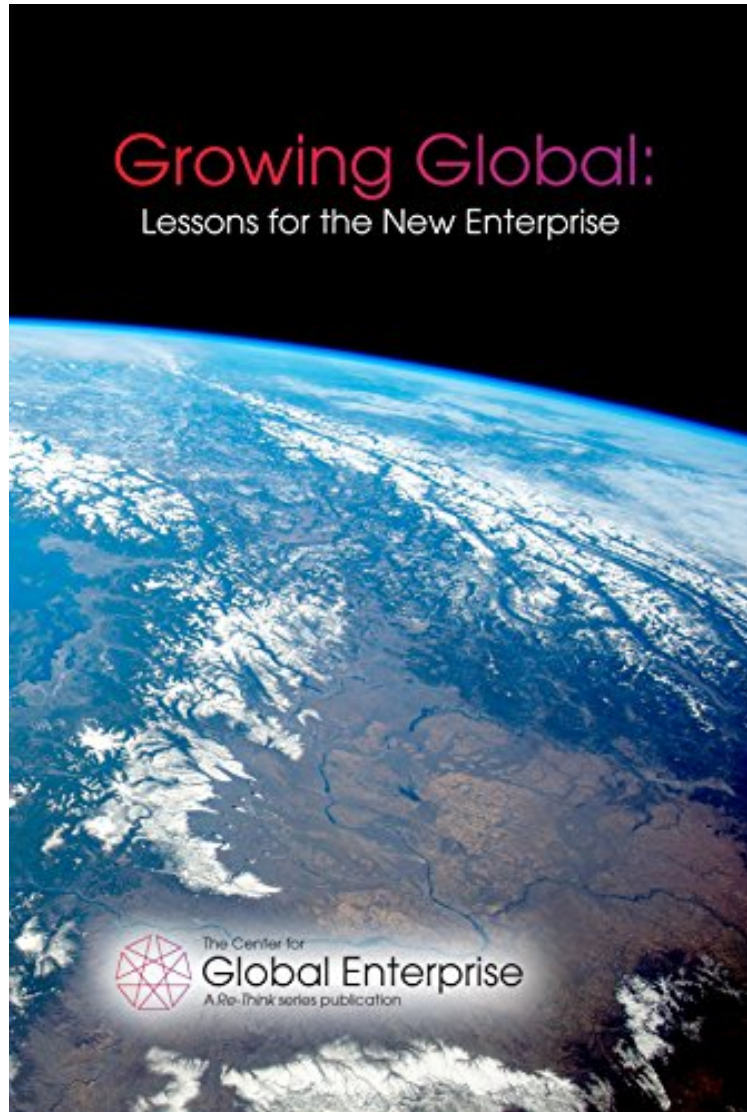


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Growing Global: Lessons for the New Enterprise (Re-Think)

The Center for Global Enterprise, Samuel Palmisano

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The Center for Global Enterprise, Samuel Palmisano : Growing Global: Lessons for the New Enterprise (Re-Think) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Growing Global: Lessons for the New Enterprise (Re-Think):

0 of 0 people found the following review helpful. I was disappointed and skimmed most of it By czs712 Sam Palmisano is a contributor, not an author. His insights related to his IBM experience are worthwhile reading in a magazine article. Many of the other "insights" are common and empty. After watching the Sam Palmisano Charlie Rose interview, which is what caused me to buy the "book", I was disappointed and skimmed most of it. 5 of 8 people found the following review helpful. THOUGHT LEADERSHIP FOR GLOBAL ENTERPRISE By Michael C. Maibach The

Center For Global Enterprise sponsors conferences for and research papers by academic and business thought leaders around the world. From these conversations and studies they distill practical advice on how to understand and advance best practices in global business. This book is well-suited for the student as well as the practitioner of business that reaches across cultures and borders.

The modern corporation exists in a world today defined by speed, scale, connectivity. But while technological advances have made it easier to operate across borders, managing a Globally Integrated Enterprise (GIE) remains a challenge for business leaders. *Growing Global: Lessons for the New Enterprise*, published by the Center for Global Enterprise (CGE), examines the forces transforming global business how leaders can apply real-world management lessons to their organizations. *Growing Global* draws from the insight experience of accomplished global leaders affiliated with the CGE. Then authors describe key drivers of global economic integration — such as information networks, mobility, disruptive technologies. And they focus on what's changed over the past decade what they expect will change in the decade ahead. *Growing Global* offers recommendations that can help guide business leaders from all backgrounds, industries, and those simply curious about management and contemporary business models: *Beyond Translation*: Shelly Lazarus, former worldwide CEO of Ogilvy Mather, examines how to build a global brand that transcends borders, yet resonates locally. *Company Culture: The Foundation for Lasting Performance*: Douglas Haynes, President of Point72 Asset Management and former Director at McKinsey Company, argues that shaping a positive company culture should be management's number one priority due to its leveraging impact on performance. *A Market Force Like No Other*: Chris Caine, President of CGE, IBM's former VP for governmental programs, explains how companies can optimize their relationships with governments the crucial importance of building government trust. *Spurring Creative Genius for Society's Benefit*: David Kappos, former Director of the U.S. Patent Trademark Office, discusses IP megatrends impacting the global economy. *Advantage: Supply Chain*: Jean-Pascal Tricoire, Chairman CEO of Schneider Electric, describes how Schneider transformed their supply chain management from a cost-cutting function to a source of competitive advantage. *A 20-Year Arc of Rapid Change and Innovative Disruption*: Jerry Yang, co-founder of Yahoo!, says that disruptive innovation involves good ideas new technologies, but also a business model that attracts customers a management model that enables a company to pivot. *Forces of Change: Networks, Data Platforms*: Peter Evans, a VP of the CGE, discusses how ecosystems, big data, platform business models are transforming the corporate landscape. *Where did the Growth Go?*: Kevin Warsh, former member of the Board of Governors of the Federal Reserve System, Michael Spence, recipient of the 2001 Nobel Memorial Prize in Economic Sciences, focus on the two largest economies in the world — China the U.S. They emphasize the need for business leaders to develop an understanding of economic trends to press for overdue reforms. *Managing the Opportunities and Challenges of Innovation*: Sam Palmisano, founder of the CGE former Chairman, CEO President of IBM, explores a number of management issues that arise amid technology-driven changes impacting the labor market.