

Giant Steps in Management brings together the world's most influential management innovations, both successful and unsuccessful. It takes on long-standing assumptions about how the work of management is best accomplished and shows how key performance measures, such as employee engagement, customer interaction, and technological innovations, can be improved.

Human DNA and dinosaur DNA are 97 per cent identical. What matters is the three per cent of DNA that separates the two species. And it's the same with management practices. Most companies seem to operate in similar ways, but there are often subtle differences in practices that can result in dramatic improvements in performance. For example Toyota and GM factories appear to be managed in very similar ways (indeed, they even operate some factories jointly) but Toyota's products are higher quality and lower cost than GM's.

Giant Steps in Management will show you how to understand the practices that make a real difference to company performance and give you the new management tools and techniques that will help you and your business evolve and successfully compete in today's business environment.

Find out how to use the 50 greatest management innovations in your company so that you make giant steps in management and giant steps towards long-term success.

Contents

The description of each innovation follows this structure:

- > The problem / opportunity that needed solving
- > The innovation
- > How the innovation was tried and tested
- > How the innovation spread to other businesses
- > How the innovation features in today's business
- > The impact of the innovation on today's practice
- > How you can apply the innovation in your business today

Chapters

Management innovation

- > What is management innovation?
- > Why does it matter?
- > What do you need to know about management innovations?

Technology & strategy innovations

- > How technology & strategy matters [explains area, why it is crucial to business]
- > The greatest technology & strategy innovations [details a number of management innovations in the area]

- > Technology & strategy today [how these innovations have together shaped the area as we know it now; where do we stand]

People

- > How people matter
- > The greatest people innovations
- > People today

Process

- > How process matters
- > The greatest process innovations
- > Processes today

Information efficiency innovations

- > How information efficiency matters
- > The greatest information innovations
- > Information efficiency today

Money

- > How money matters
- > The greatest money innovations
- > Money today

Internal Structure

- > How internal structure matters
- > The greatest structure innovations
- > Structure today

Customer & partner interfaces

- > How customer & partner interfaces matter
- > The greatest customer & partner interfaces innovations
- > Customer & partner interfaces today

Becoming a great management innovator

- > How the greatest management innovations emerged
- > How to become a great management innovator yourself
- > A call to arms