



## Mavericks at Work

By William C Taylor

HarperCollins Publishers Inc, United States, 2007. CD-Audio. Condition: New. Abridged edition. Language: English . Brand New. Meet the innovators and upstarts who are inventing the future of business. Their unconventional ideas and groundbreaking strategies can become your business plan for the twenty-first century--a better way to lead, compete, and succeed. Business as usual is a bust. In industry after industry, the old guard is cutting back and losing ground. Meanwhile, organizations that were once dismissed as upstarts, or mavericks, are making waves and growing fast. The only way to stand out from the crowd is to stand for something truly original. That s the lesson behind the companies, executives, and entrepreneurs you ll meet in Mavericks at Work. They have devised exciting new answers to the timeless challenges facing organizations of every size and leaders in every field: how you make strategy, unleash new ideas, connect with customers. Their success demonstrates that: Being different makes all the difference The company with the smartest customers wins Great leaders are insatiable learners Mavericks at Work will help you to think bigger, aim higher, and win more decisively. Read by Barrett Whitener.



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