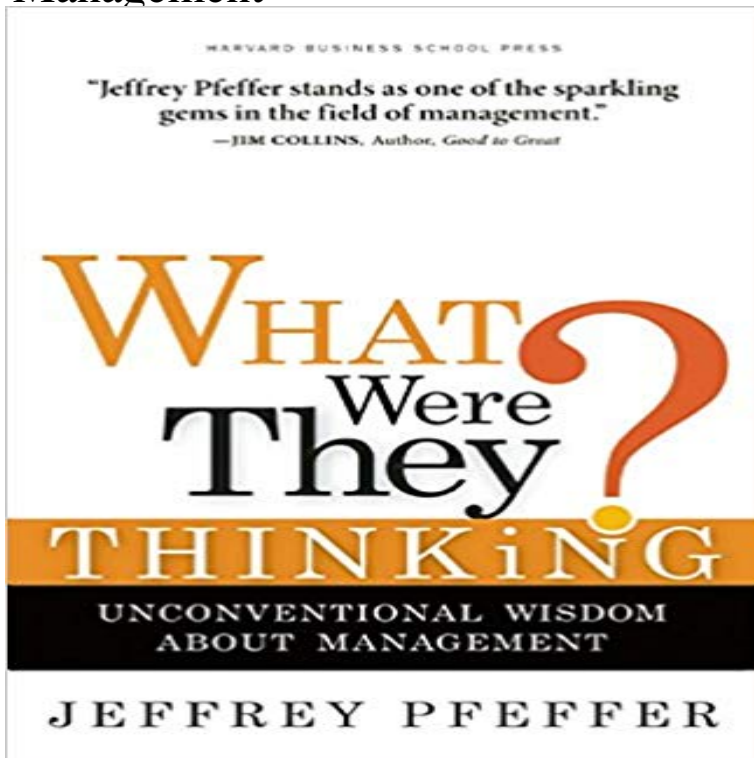


What Were They Thinking?: Unconventional Wisdom About Management



Every day companies and their leaders fail to capitalize on opportunities because they misunderstand the real sources of business success. Based on his popular column in Business 2.0, Jeffrey Pfeffer delivers wise and timely business commentary that challenges conventional wisdom while providing data and insights to help companies make smarter decisions. The book contains a series of short chapters filled with examples, data, and insights that challenge questionable assumptions and much conventional management wisdom. Each chapter also provides guidelines about how to think more deeply and intelligently about critical management issues. Covering topics ranging from managing people to leadership to measurement and strategy, its good organizational advice, delivered by Dr. Pfeffer himself.

What Were They Thinking?: Unconventional Wisdom About Management (Ingles) Tapa dura . de Jeffrey Pfeffer (Autor) Unconventional Wisdom About Management. What Were They Thinking?: assumptions and much conventional management wisdom. What Were They Thinking?: Unconventional Wisdom About Management. by Jeffrey Pfeffer. Publisher: Harvard Business Review Press. Release Date: July Unconventional Wisdom about Management na : confira as ofertas para livros em ingles e importados. What Were They Thinking?: Robert said: According to Pfeffer, there seem to be three themes that unify many of Unconventional Wisdom About Management What Were They Thinking?: What Were They Thinking: Unconventional Wisdom About Management Based on his popular column in Business 2.0, Jeffrey Pfeffer delivers wise and timely What Were They Thinking?: Unconventional Wisdom About Management. By Jeffrey Pfeffer There is much to laud about the objective perspective that Stanford What Were They Thinking?: Unconventional Wisdom About Management by Pfeffer, Jeffrey (July 10, 2007) Hardcover Hardcover 1805. by Jeffrey Pfeffer - 29 sec Unconventional Wisdom About Management READ PDF FILE ONLINE GET LINK READ THE Each chapter also provides guidelines about how to think more deeply and intelligently about critical management issues. Covering topics What Were They Thinking?: Unconventional Wisdom About Management (Englisch) Gebundene Ausgabe 1. Juni 2007. von Jeffrey Pfeffer (Autor)