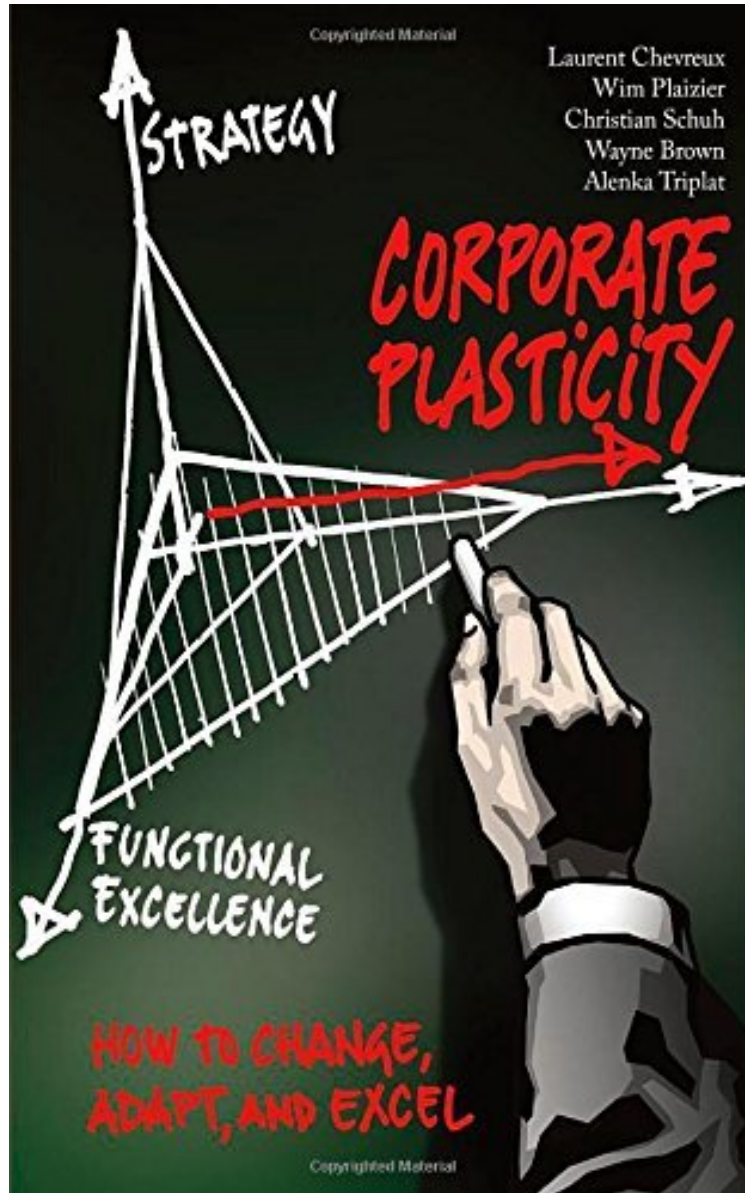


Corporate Plasticity: How to Change, Adapt, and Excel

Laurent Chevreux, Wim Plaizier, Christian Schuh, Wayne Brown, Alenka Triplat
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Laurent Chevreux, Wim Plaizier, Christian Schuh, Wayne Brown, Alenka Triplat : Corporate Plasticity: How to Change, Adapt, and Excel before purchasing it in order to gauge whether or not it would be worth my time, and all praised Corporate Plasticity: How to Change, Adapt, and Excel:

2 of 2 people found the following review helpful. "Everything in war is very simple. But the simplest thing is difficult." -- Carl von Clausewitz
By Edward Regula
Corporate Plasticity: How to Change, Adapt, and Excel is a little book filled with big ideas. Little because it's less than 150 pages, including illustrations, and readable in an

hour or so. Big because the ideas put forth require thought and reflection. Corporate Plasticity is a concept; not a formula. The themes of purpose, focus, culture, spirit, network, knowledge, and leadership could easily be combined to create a framework or template; yet doing so would destroy the very ideas behind them. The concept of Corporate Plasticity simplifies the complex processes that challenge businesses and organizations and provides a basis for the thought that needs to be applied to succeed in a rapidly changing, complex, and uncertain world. Corporate Plasticity: How to Change, Adapt, and Excel is not a cookbook and, in reality, contains nothing new. It does however present a new way to think about the old. Agility, flexibility, innovation are things that need to be integrated into any strategy; creating an environment that enables that integration is the challenge. In a world that loves labels and bumper-sticker statements Corporate Plasticity might be the phrase that describes that environment. 2 of 2 people found the following review helpful. Purchasing Chessboard - which in my opinion is the best procurement book ever) By CPO at Consumer Goods Since I have already read some of the authors other books (e.g. Purchasing Chessboard - which in my opinion is the best procurement book ever), I was looking forward to this publication. After reading the first chapters, I was very disappointed: Very unstructured even difficult to read with very limited value for business (theory or daily work). Sorry - I recommend to focus on "Purchasing Chessboards" next edition...

What do The Beatles, Apollo 13, the Roman military, a pack of wolves, and the very best companies in the world all have in common? Answer: Plasticity. They can change, adapt, and excel as the situation requires. In most organizations, strategy and functional excellence get the most attention. But even the best of either provides only limited long-term advantage. Highly effective organizations add Plasticity as a third dimension and rack up stellar breakthroughs; again and again. It is the key ingredient that allows strategy and functional excellence to deliver value. As the authors show in Corporate Plasticity: How to Change, Adapt, and Excel, Plasticity also enables great organizations to break down barriers and collaborate in the pursuit of a common objective, and to reconfigure or rewire themselves to face down challenges or reach ever-stronger competitive positions. Through entertaining stories and astute analysis, this book demonstrates that Plasticity spurs sports teams to become champions, companies to book record earnings, and artists to attain worldwide fame. You can use its principles; adaptability, flexibility, fluid networks and roles, lofty goals, and innovation, among others; to achieve operational excellence, tear down silos, and create more vibrant, creative enterprises. Your organization can become not just highly profitable and fun to work for, but an organization that can change the world. Plasticity allows an organization to choose its own destiny, become versatile, and dare more than others. Its success lies in a set of abilities called the Magic 7: Purpose: Your company must discover, select, and express what it is meant for. Focus: Your company must have the courage to ignore everything that is not in line with its purpose, and then see that purpose through. Culture: Your company must create the conditions that allow people to work across boundaries and outside of predefined roles. Spirit: Your company must inspire people to feel part of a cause that is bigger than they are. Networking: Your company must provide the means, freedom, and encouragement for people to nurture and grow their internal and external networks continuously. Knowledge: Your company must encourage experts to provide their knowledge and make it readily available to everyone who needs it. Leadership: Your company's leaders must model and personify the characteristics they want others to adopt. Silo thinking? Poor collaboration? Weak earnings? Strategies that gain no traction? Corporate Plasticity: How to Change, Adapt, and Excel is the answer. It shows you how to cultivate each of the seven disciplines to infuse Plasticity in an organization. That; along with razor-sharp strategy and crisp execution; will unleash the power you need to reach both personal and corporate goals. You might even change the world. What you'll learn What Plasticity is and what it can do for your organization What abilities are needed to create Plasticity How to foster Plasticity to reach the grandest goals you can imagine How Plasticity can eliminate wasteful efforts, groupthink, and a reliance on cash cows for revenue and profit How Plasticity powers up innovative thinking and products How to use Plasticity to respond faster and better to market signals Who this book is for CEOs, senior executives, board directors, consultants, entrepreneurs

About the Author Christian Schuh is the leader of A.T. Kearney's Supply Management Practice in EMEA and is based in Vienna, Austria. He joined A.T. Kearney 17 years ago and has since then led multiple projects for clients in the automotive, construction equipment, defense, high tech, packaging, and steel industry in Austria, China, France, Germany, Russia, the UK, Ukraine, and the USA. His areas of expertise include strategic sourcing, high-end RD, and organization. He is the author of various books (most notably The Purchasing Chessboard), monographs, and articles. Before he joined A.T. Kearney, he worked several years for Unilever. Schuh studied aeronautical engineering at TU Graz (Austria) and holds a doctorate in business administration. He lives in the historic city center of Vienna.