"THIS BOOK MAKES CLEAR THE SUCCESSFUL JOURNEY TO TRANSFORMATION DOES NOT START WITH THE DEPARTURE, IT STARTS WITH THE DESTINATION." — PETER DRUCKER

VINCENT P. BARABBA S U R V I N G RANS FORMATION

LESSONS FROM GM'S SURPRISING TURNAROUND

Surviving Transformation Lessons From Gms Surprising Turnaround

Vincent P. Barabba

Surviving Transformation Lessons From Gms Surprising Turnaround:

Surviving Transformation Vincent P. Barabba, 2004-08-26 Describes the impressive strategic turnaround at General Motors beginning in the early 1990s that has brought it back from the brink of bankruptcy Focuses on how other companies in a variety of industries can learn from GM s experience Surviving Transformation Vincent P. Barabba, 2004-08-26 How did a major corporation manage to turn itself around while Wall Street and others continued to predict its slow death The answer may surprise you and it provides a model for corporate transformation for any company or government agency operating in a world of accelerating change The company is General Motors and this book tells how it was able to change the way important decisions were made leading to resurgence in business across its many product lines At the beginning of the 1990s GM was perceived by nearly everyone as falling behind its competitors at an alarming rate By the beginning of the twenty first century though the company had come storming back with successful new automobiles and new business concepts that captured new markets while simultaneously holding on to many of its existing customers What GM did is not just the story of a single automaker but rather a compelling insight into an approach for any business organization that is faced with the need for a true transformation As many companies have discovered efforts at transformation too often fail GM s successful transformation illustrates the importance of management s ability to change its mindset and make the tough decisions that revitalize business with bold new products and business concepts At the heart of successful transformation is the imagination courage and leadership required to visualize the kind of company an organization wants to become and then work toward that goal With the destination set and understood by those who will need to implement the changes decision makers find it less difficult to overcome impediments to achieving their goal while finding creative ways of doing what may seem impossible The lessons from GMs turnaround can help any business organization change and keep pace with today s turbulent marketplace Wireless Horizon Dan Steinbock, 2003 Steinbock a senior advisor for the Institute for Mobile Market Research provides a global overview of successful strategies policies and innovations in the most developed i e globalized wireless technologies markets since the 1980s After identifying globalization drivers and technology innovators he analyzes recent industry evolution He discusses the strategies of the leading equipment manufacturers as well as enablers and service providers Annotation copyrighted by Book News Inc Portland OR

Unveiling the Magic of Words: A Overview of "Surviving Transformation Lessons From Gms Surprising Turnaround"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "Surviving Transformation Lessons From Gms Surprising Turnaround," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book is central themes, examine its distinctive writing style, and assess its profound affect the souls of its readers.

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