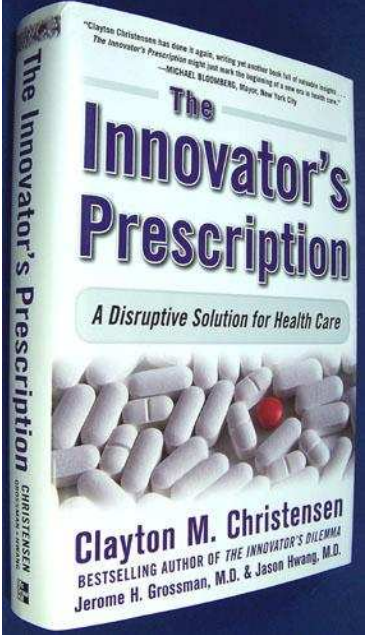
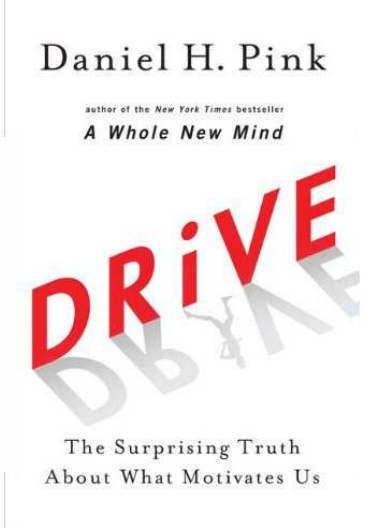
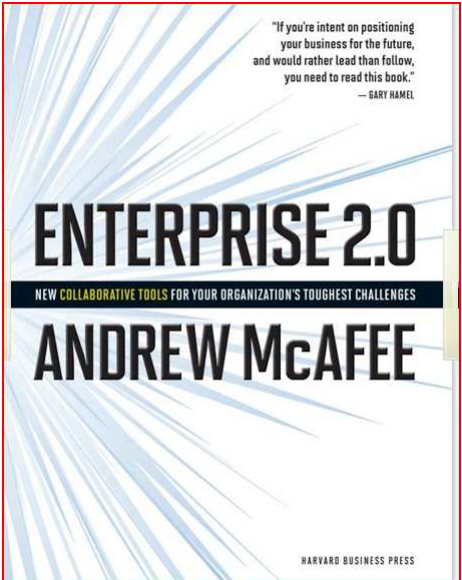
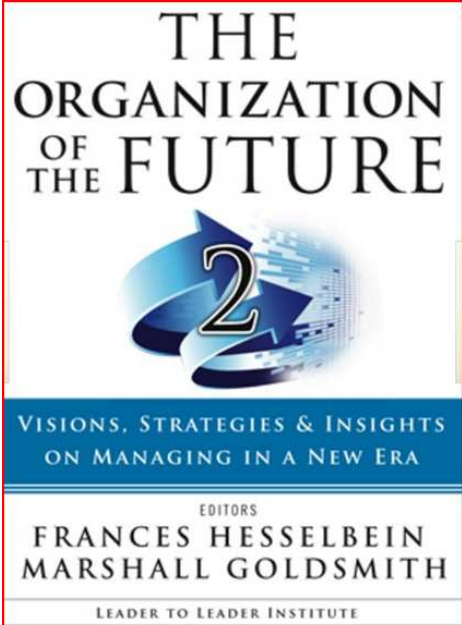


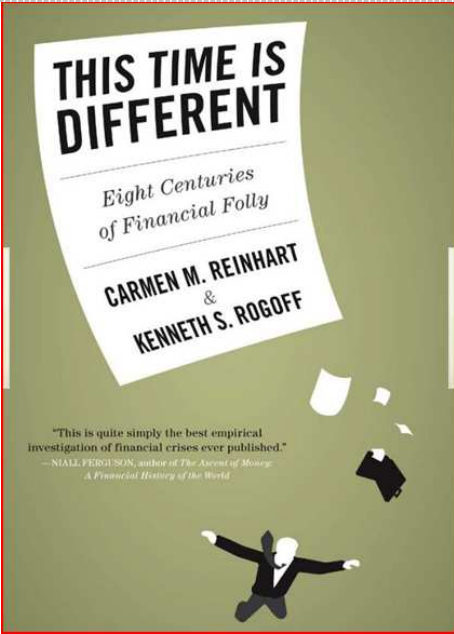
Helmut F. Karner's book reviews 1st quarter 2010

<p>The Innovator's Prescription: A Disruptive Solution for Health Care</p>	<p>Christensen, Clayton; Grossman, Jerome; Hwang, Jason. 12/08</p>	<p>McGraw Hill 0071592083</p>	<p>32.95 \$</p>	<p>***</p>	<p>Bus Dig Eco</p>
	<p>Clayton Christensen, Harvard's Guru on Innovation, has become famous with his concept of "Disruptive Innovation". ("The Innovator's Dilemma" 1997, "The Innovator's Solution" 2003). He has started recently to apply the principle to various industries like education (see MQ 4/09) and also to health care, together with health care specialists, Grossman and Hwang. It is not by chance that Barack Obama put so much emphasis on health care reform. The health care systems are in critical condition virtually everywhere. Applying the principles of disruptive innovation to the broken health care system they examine a range of symptoms and offer proven solutions like:</p> <ul style="list-style-type: none"> • How "precision medicine" reduces costs and makes good on the promise of personalized care • How disruptive business models improve quality, accessibility, and affordability by changing the way hospitals and doctors work • How patient networks enable better treatment of chronic diseases • How employers can change the roles they play in health care to compete effectively in the era of globalization • How insurance and regulatory reforms stimulate disruption in health care 				
<p>Drive: The Surprising Truth About What Motivates Us</p>	<p>Pink, Daniel H. (29/12/2009)</p>	<p>Riverhead Books 1594488843</p>	<p>26.95 \$</p>	<p>***</p>	<p>Bus</p>
	<p>Daniel Pink has written the Bestseller "A Whole New Mind" (2006) where he claims that "business and everyday life will soon be dominated by "right-brain-thinkers"". According to Pink everything we think we know about what motivates us is wrong. He pits the latest scientific discoveries about the mind against the outmoded wisdom that claims people can only be motivated by the hope of gain and the fear of loss. Pink cites a dizzying number of studies revealing that carrot and stick can actually significantly reduce the ability of workers to produce creative solutions to problems. What motivates us once our basic survival needs are met is the ability to grow and develop, to realize our fullest potential. Case studies of Google's 20 percent time (in which employees work on projects of their choosing one full day each week) and Best Buy's Results Only Work Environment (in which employees can work whenever and however they choose—as long as they meet specific goals) demonstrate growing endorsement for this approach. A series of appendixes include further reading and tips on applying this method to businesses, fitness and child-rearing. Drawing on research in psychology, economics and sociology, Pink's analysis—and new model—of motivation offers tremendous insight into our deepest nature.</p> <p>Clare Boothe Luce, one of the first women to serve in congress, asked president Kennedy when she came to visit him: „What is your sentence? “. This is the question you will ask yourself after having read the book!</p>				

Helmut F. Karner's book reviews 1st quarter 2010

<p>Enterprise 2.0: New Collaborative Tools for Your Organization's Toughest Challenges</p>	<p>McAfee, Andrew 16/11/2009</p>	<p>HBSP 1422125874</p>	<p>29.95 \$</p>	<p>***</p>	<p>Dig</p>
	<p>Andrew McAfee, previously at Harvard Business School, now at MIT's Center for Digital Business, has coined the phrase "Enterprise 2.0", where he (and Dion Hinchcliffe) are definitely the two "masters" now.</p> <p>Enterprise 2.0 is one of the most controversial concepts: it applies the concepts of "Web 2.0" to business, i.e. social networks, blogs, wikis etc. Some companies (Cisco, Google, IBM, Procter & Gamble, ...) have implemented it with success and thrive, for others it is an attempts to disorganize and steel control from top management.</p> <p>This book describes how thanks to a new class of collaborative technologies organizations can now leverage information in valuable new ways. The book is full of case studies. It specifies the concrete business benefits that arise when Web 2.0 technologies are properly deployed. What are the risks and roadblocks with Enterprise 2.0, and why most concerns are unfounded.</p> <p>It is also a practical guide for deploying Enterprise 2.0. When Tom Davenport, the probably most serious commenter, was originally critical on his blog ("Why Enterprise 2.0 Won't Transform Organizations") he has come along now ("Enterprise 2.0: The New, New Knowledge Management?")</p>				
<p>The Organization of the Future 2: Visions, Strategies, and Insights on Managing in a New Era (J-B Leader to Leader Institute/PF Drucker Foundation)</p>	<p>Hesselbein, Frances Goldsmith, Marshall (2/2009)</p>	<p>Jossey-Bass, San Francisco 0470185457</p>	<p>29.95 \$</p>	<p>***</p>	<p>Bus Org</p>
	<p>The "Leader to Leader Institute", previously "Peter F. Drucker Foundation" has published a series of essential books on leadership ("The Leader of the Future 1 & 2") and organizations ("The Organization of the Future" 1999). Edited by the gorgeous Frances Hesselbein (she was personally selected by P. Drucker to head his foundation) and the famous management consultant and author Marshall Goldsmith, this book consisting of highly readable articles by 48 distinguished managers, academics, and writers is about modernizing organizational structures and hierarchies. A unifying theme is that the way managers have divided up work and assigned tasks and resources in organizations must be examined through the lens of customer satisfaction and employee empowerment. Of the many excellent contributions, some that stand out include Joel A. Barker's description of the Mondragon Cooperative in Spain as an example of workplace democracy; Rosabeth Moss Kanter's exhortation to managers to place employees at the heart of any organization design; and Jeffery Pfeffer's review of how America's managers organized in the past. The somewhat academic tone should not prevent the book from being read by those at the helm of today's organizations.</p>				

Helmut F. Karner's book reviews 1st quarter 2010

<p>This Time is Different: <i>Eight Centuries of Financial Folly</i></p>	<p>Reinhart, Carmen; Rogoff, Kenneth 9/2009</p>	<p>Princeton University Press 0691142165</p>	<p>35.00 \$</p>	<p>***</p>	<p>Fin</p>
	<p>Kenneth Rogoff from Harvard (and previously chief economist of IMF) and Carmen Reinhart from the University of Maryland have written an outstanding book with a lot of praise about the history of financial crashes. The four most dangerous words in finance are 'this time is different.' Thanks to this masterpiece by Carmen Reinhart and Kenneth Rogoff, no one can doubt this again. . . . The authors have put an immense amount of work into collecting the data financial institutions needed if they were to have any chance of making quantitative risk management work. This book presents a comprehensive look at the varieties of financial crises and guides us through astonishing eight centuries of government defaults, banking panics, and inflationary spikes. They argue that financial combustions are universal rites of passage for emerging and established market nations. They draw important lessons from history to show us how much – or better – how little we have learned. Financial fallouts occur in clusters and strike with surprisingly consistent frequency, duration and ferocity. They examine the patterns of currency crashes high and hyperinflation, and government defaults on international and domestic debts. They prove that short memories make it all too easy from crisis to recur. The book will be a vital source of reference in debates on the causes and consequences of financial crises.</p>				