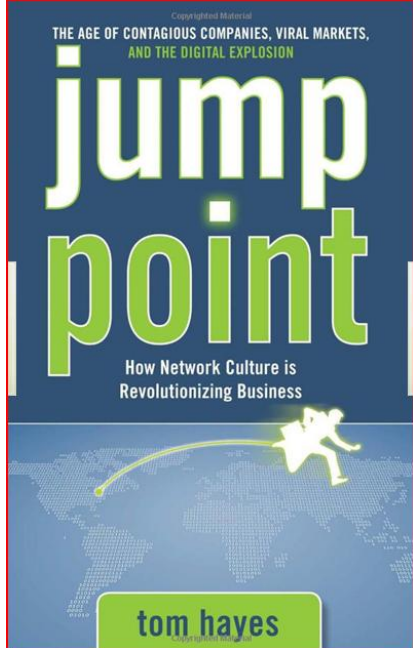


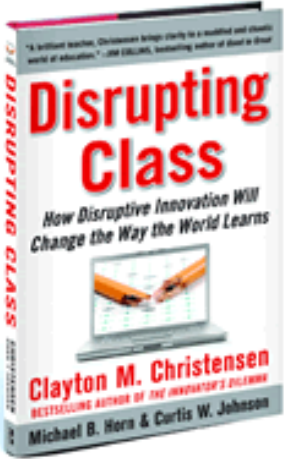
# Helmut F. Karner's book reviews 4<sup>th</sup> quarter 2009

<p><b>SuperCorp: How Vanguard Companies Create Innovation, Profits, Growth, and Social Good</b></p>	<p>Moss Kanter, Rosabeth 09/2009</p>	<p>Random House 978-0-307- 38235-1</p>	<p>27.50 \$</p>	<p>***</p>	<p>Bus</p>
	<p>Rosabeth Moss Kanter, professor at the Harvard Business School and its Leadership Initiative, has done it again. After many best-selling books she now writes about new business models and concepts: “Out of the ashes of conventional business models arises a set of companies using their power not only for profits and sustainable growth but also social good.” Asserting that globalization increases the likelihood for shorter organizational life cycles, Kanter argues that companies must be more nimble than ever to survive. Drawing on stories of such businesses as IBM, Procter and Gamble, Digita and Cemex, she describes how vanguard companies exploit their strong cultures to adapt and innovate, often harnessing the momentum of change to capture market share or squash competition. Those companies that will thrive in the future, maintains Kanter, have stamina, energy, long lists of contacts, an appetite for communication, comfort with ambiguity, and a belief that the company's values and principles mean that they are part of something bigger than just a job.</p>				
<p><b>How Remarkable Women Lead: The Breakthrough Model for Work and Life</b></p>	<p>Barsh, Joanna; Cranston, Susie; Lewis, Geoffrey 09/09</p>	<p>Crown Business 0307461696</p>	<p>27.50 \$</p>	<p>***</p>	<p>Bus</p>
	<p>JOANNA BARSH is a senior partner at McKinsey &amp; Company . Along with her consulting work, she leads the McKinsey Centered Leadership Project, whose goal is to help develop women leaders. They studied for 5 years the leadership traits of women (and men) in 4 continents and came up with interesting conclusion, based on their “positive psychology” approach. The conclusion: “Women outscore men across all dimensions”. Just one paragraph from the book, which I like very much. Why they call it “centered leadership”: <i>“It's good to feel centered. Feel the gravity beneath your two feet holding you steady as you stretch to the sky. Take risks and never lose your balance. Feel your spine lifting you up. Feel grounded, strong, and stable and, at the same time, lightweight, flexible, ready for what's coming at you.”</i></p> <p>“What makes this book singular and valuable is its wide-lens focus on the personal qualities that lead to exemplary leadership. Don't be taken in by the title: men have as much to learn from this book as women.”</p> <p>—Warren Bennis, distinguished professor of Business Administration and university professor, University of Southern California, and author of On Becoming a Leader</p>				

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<p><b>The Design of Business: Why Design Thinking is the Next Competitive Advantage</b></p>	<p>Martin, Roger 11/09</p>	<p>HBSP 1422177807</p>	<p><b>26.95 \$</b></p>	<p>***</p>	<p><b>Bus</b></p>
	<p>Roger Martin, who is dean of the Rotman School of Management at the University of Toronto, has produced yet another good book about thinking differently. His first book, <i>The Opposable Mind</i>, captured how good business leaders can see past the traditional "either-or" alternatives to create "both-and" options.</p> <p>Roger Martin offers a compelling and provocative answer: we rely far too exclusively on analytical thinking, which merely refines current knowledge, producing small improvements to the status quo.</p> <p>"Innovation is about seeing the world not as it is, but as it could be". Roger Martin unveils a new way of thinking that balances the exploration of new knowledge (innovation) with the exploitation of existing knowledge (efficiency) to regularly generate breakthroughs and create value for companies. Again: a fresh new approach to innovation, based on his "Integrative Thinking" work. How to flourish in the gray zone between intuition and analysis? An essential book for everybody who wants (needs) to reinvent a corporation and its business model.</p>				
<p><b>Jump Point: How Network Culture is Revolutionizing Business</b></p>	<p>Hayes, Tom 2008</p>	<p>Mc Graw Hill 007154562X</p>	<p><b>21.95 \$</b></p>	<p>***</p>	<p><b>Bus Dig</b></p>
	<p>Sorry, this book is 1 ½ years old, but I just came across it; and it is worth it:</p> <p>Tom Hayes has been a longtime leader in Silicon Valley, e.g. he has been a senior marketing executive at such Silicon Valley giants as Hewlett-Packard, Applied Materials and AMD.</p> <p>Tom Hayes argues that, because of the growing connectivity, rather large changes are coming to the way we organize our lives</p> <p>But what Hayes calls the Jump Point is referred to as critical mass. "In mathematics it is called a 'jump discontinuity.' In engineering, this is known as a 'step phase change.' In climatology, it is called an 'abrupt delta.' I call it a Jump Point - a change in the environment, in this case the business environment, so startling that we have no choice but to regroup and rethink the future."</p> <p>The Web 3.0 world of "pandemic economics" is a new economy that will function outside the traditional laws of commerce, free from today's impediments to business growth, and in a world where every person is connected to each other. Jump Point is the powerful guide that will help you to challenge old assumptions, rethink your business models, and take advantage of this fast-moving, unfettered, and fiercely competitive environment.</p>				

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<p><b>Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns</b></p>	<p>Christensen, Clayton; Johnson, Curtis W.; Horn, Michael, B. 05/08</p>	<p>McGraw Hill 0071592067</p>	<p><b>32.95 \$</b></p>	<p>***</p>	<p><b>Bus Dig Eco</b></p>
	<p>Clayton Christensen from Harvard Business School has become famous for his breakthrough books about “disruptive” innovation, like “The Innovator’s Dilemma” and “The Innovator’s solution”. He now turns to the application of his theory from business to health care, and – in this case – education. A crash course in the business of learning—from the bestselling author of The Innovator’s Dilemma and The Innovator’s Solution...</p> <p>According to recent studies in neuroscience, the way we learn doesn’t always match up with the way we are taught. If we hope to stay competitive-academically, economically, and technologically—we need to rethink our understanding of intelligence, reevaluate our educational system, and reinvigorate our commitment to learning. In other words, we need “disruptive innovation.” "Why can't schools customize their teaching?" The current system, "designed for standardization," must by its nature ignore the individual needs of each student. A case book for reinventing the educational system</p>				