



Business at the Speed of Now: Fire Up Your People, Thrill Your Customers, and Crush Your Competitors

John M. Bernard

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A technology-enabled management philosophy to accelerate your organization


Business at the Speed of Now delivers a new real-time management philosophy and system to leaders looking for better results in today's constantly changing market. Companies that inspire and equip employees and expect them to seize opportunities and solve problems in the now will enjoy a distinct competitive advantage in a world where speed matters most. Get systematic advice on how to build an integrated and transparent management system, enabled by cloud computing and internal social networks. Use this comprehensive guide to create a NOW organization where everyone boldly pursues every opportunity every time.

The vast majority of businesses cling to a THEN management model and philosophy designed to prevent immediate action. In this practical handbook, you'll learn how to apply technology to the three essential types of work: Fundamentals (routine work that consumes 95 percent of all resources), Breakthroughs (initiatives that can change the game), and Problems (daily challenges and crises that occur in all organizations).

- Provides a wealth of real-world examples, assessments, tools, guidelines, and checklists that enable readers to apply the concepts immediately
- Offers practical tools for building accountability and transparency into every position, thereby eliminating the loose ends that so often cause business execution to stumble
- Presents the groundbreaking insights of John Bernard, an expert on management theory and practice, the use of social media inside the organization, and the modern workforce, whose company, Mass Ingenuity, consults around the world and develops Web-based tools to support real-time management

Set your organization free from the old THEN management ways that no longer get the results you need. Adopt the new NOW management thinking and the state-of-the-art tools that will get your organization doing business at the speed of now.

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