

- Preface p. xix
- Acknowledgments p. xxiii
- Section I Leadership p. 1
- Introduction p. 3
- Part 1 Leadership and the Business Environment p. 5
- 1 The Effective Leader p. 7
- 2 Using Organizational Culture as a Leadership Tool p. 22
- 3 Leadership and Innovation p. 39
- 4 Leadership and Destructive Self-Confidence p. 56
- Part 2 Leadership and Learning p. 73
- 5 Leading by Analogy p. 75
- 6 Career Imprinting and Leadership Development p. 91
- Part 3 Leadership and Employees p. 107
- 7 Leading by Doing p. 109
- 8 Leadership to Improve Performance p. 124
- 9 Managing Leadership Images p. 142
- Part 4 Leadership and the Workplace p. 157
- 10 Leadership in the Virtual Workplace p. 159
- 11 Leadership in a Branded World p. 174
- 12 Managing a Self-Managed Team p. 186
- 13 The Merchandising of Leadership p. 200
- Section II Strategy p. 221
- Introduction p. 223
- Part 1 Strategies for Competitive Advantage p. 227
- 14 Quality Strategy p. 229
- 15 Competing on Social Capabilities p. 248
- 16 Dynamics of Competitive Interaction p. 272
- 17 Strategic Advantage and the Dynamics of Organizational Competence p. 294
- Part 2 Strategic Planning and Renewal p. 313
- 18 To Plan or Not to Plan? p. 315
- 19 Mastering Strategic Renewal p. 333
- Part 3 Strategies for the Networked Economy p. 359
- 20 Value Creation in the Networked Economy p. 361
- 21 Global Strategy in an Internet Era p. 377
- Part 4 Strategies for Business Expansion p. 391
- 22 Symbiosis or Parasitism? p. 393
- 23 Globalization and Management Attention p. 414
- Part 5 Strategies for Nonprofit Organizations p. 431
- 24 Strategy Dynamics for Nonprofit Organizations p. 433
- Section III Customer Management p. 451
- Introduction p. 453
- Part 1 Relating to the Customer p. 457
- 25 Understanding Customer Needs p. 459
- 26 Strengthening Customer Relationships p. 473

- 27 Building Customer Interface p. 492
- 28 Avoiding Traps in Customer Relations p. 507
- 29 Customer Relations Online p. 523
- Part 2 Experience with the Customer p. 537
- 30 Customer Experience p. 539
- Part 3 Managing the Customer p. 597
- 31 Coping with Critical Criticism p. 553
- 32 Growing Pains p. 569
- 33 Persuading with Emotions p. 584
- 34 Strategic Customer Management p. 599
- 35 Designing Supply and Distribution Channels p. 616
- 36 Managing Global Customers p. 630
- Section IV Entrepreneurship p. 645
- Introduction 1 p. 647
- Introduction 2 p. 651
- Part 1 Entrepreneurial Behavior p. 655
- 37 The Effective Entrepreneur p. 657
- 38 Entrepreneurial Opportunities p. 666
- 39 Nature of Entrepreneurship p. 680
- Part 2 Entrepreneurship and Finance p. 695
- Part 3 Entrepreneurship and Strategy p. 743
- 40 New-Venture Finance p. 697
- 41 Untangling Service-for-Equity Arrangements p. 712
- 42 Business Planning p. 726
- 43 Playing Entrepreneurial Judo p. 745
- 44 Success for New Ventures p. 760
- Part 4 Entrepreneurial Management p. 773
- 45 Entrepreneurial Mind-Set in Multinational Corporations p. 775
- 46 Sustaining Rapid Growth p. 793
- Part 5 Entrepreneurship and Economics p. 809
- 47 Income Disparity and Entrepreneurship p. 811
- Section V People Management p. 831
- Introduction p. 833
- Part 1 People-Management Strategy p. 837
- 48 Talent-Management System p. 839
- 49 Living Strategy p. 860
- 50 Changing Foundations of People Management p. 872
- Part 2 HR Management p. 885
- 51 Returning Human to HR Management p. 887
- 52 Change Management and HR Practices p. 903
- 53 What Really Matters in HR Management? p. 920
- Part 3 People and the Organization p. 939
- 54 The Four Thrusts Driving Corporate Renewal p. 941
- 55 Creating the Family-Friendly Organization p. 956

- 56 Transforming the Process of Staffing toward Innovation p. 971
- 57 How Old You Are May Depend on Where You Work p. 986
- 58 Tomorrow's Global Workforce p. 1007
- Section VI Networked Business p. 1021
 - Introduction p. 1023
 - Part 1 Organizations in the Networked ERA p. 1029
 - 59 The Power of Networked Business p. 1031
 - 60 Managing Networked Organizations p. 1039
 - 61 Beyond "Synergies" p. 1060
 - 62 From Extended Enterprise to Orchestrating a Team of Companies p. 1076
 - 63 Digital Networked Business p. 1090
 - Part 2 Network Strategy p. 1103
 - 64 Strategic Connections p. 1105
 - 65 Technological Mediation as Strategy p. 1128
 - 66 Seamless IT Alignment p. 1157
 - 67 Seizing the Value of Online Auctions p. 1169
 - 68 Building a Platform for E-Business p. 1183
 - Notes p. 1199
 - About the Leader p. 1263
 - About the Next Generation Business Thinkers p. 1265
 - Author Index p. 1301
 - Subject Index p. 1311