

Management Challenges for the 21st Century

- o (2) Tomorrow's "Hot" issues and how to use this book
 - s It deals exclusively with TOMORROWS "Hot" Issues—the crucial, central, life-and-death issues that are certain to be the major challenges of tomorrow.
 - s Those who wait until these challenges have indeed become "hot" issues are likely to fall behind, perhaps never to recover.
 - s We live in a period of PROFOUND TRANSITION
 - s These challenges are not arising out of today.
 - s THEY ARE DIFFERENT.
 - i In most cases they are at odds and incompatible with what is accepted and successful today.
 - i The new realities and their demands require a REVERSAL of policies that have worked well for the last century and, even more, a change in the MINDSET of organizations as well as of individuals.
 - s The challenges it presents affect ALL organizations of today's society.
 - s This book is thus a Call for Action.
 - s How to use the book?
 - i I suggest you read a chapter at a time
 - i And then first ask:
 - H "What do these issues, these challenges MEAN ...
 - r for our organization and
 - r for me as a knowledge worker, a professional, an executive?"
 - i Once you have thought this through, ask: "What ACTION should our organization and I, the individual knowledge worker and/or executive, take to make the challenges of this chapter into OPPORTUNITIES for our organization and me?"
 - i AND THEN GO TO WORK!