



Whoosh: Business in the Fast Lane: Unleashing the Power of a Creation Company

By Tom McGehee

Basic Books (AZ). Hardcover. Book Condition: New. Hardcover. 208 pages. Dimensions: 9.1in. x 6.2in. x 0.9in. In this incisive and practical book, Tom McGehee reveals techniques he developed in Ernst and Youngs Accelerated Solutions Environment (ASE) to help companies achieve radical innovation. Whoosh presents groundbreaking formulas to bring about sweeping adjustments in business, and guides organizations to jettison deadwood ideals in favor of a focus on the cutting edge. It offers a blueprint for a better type of organization-called a Creation Company-that generates ideas by the truckload. Creation Companies do not hesitate to abandon the industrial age artifacts-best practices, mission statements, policy manuals, etc. -that place false barriers between people and achievement. Whoosh will lead companies, and the individuals within them, to strive for and ultimately achieve the state of Whoosh that will transform the workplace right before their eyes. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.

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