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Information Intelligence, Systems, Technology and Management - Sumeet Dua 2011-02-28

This book constitutes the refereed proceedings of the 5th International Conference on Information Systems, Technology and Management, ICISTM 2011, held in Gurgaon, India, in March 2011. The 35 revised full papers presented together with 4 short papers were carefully reviewed and selected from 106 submissions. The papers are organized in topical sections on information management, information systems, information technology, healthcare information management and technology, business intelligence, applications, as well as management science and education.

Breakthrough Perspectives in Network and Data Communications Security, Design and Applications - Bose, Indranil 2008-12-31
Addresses key issues and offers expert viewpoints into the field of network and data communications. Presents research articles that investigate the most significant issues in network and data communications.

Management: An Integrated Approach - Ranjay Gulati 2016-01-14
As tomorrow's manager, you will be confronted with challenges and opportunities that are more dynamic and complex than ever before. MANAGEMENT: AN INTEGRATED APPROACH, by award-winning instructors and prominent Harvard business experts, teaches you how to think like a successful manager and effective leader. This second edition clearly demonstrates the interconnectivity between three facets of management: strategic positioning, organizational design, and individual leadership. You learn the importance of harnessing technological advances, managing and leading a dispersed and diverse workforce, anticipating and reacting to constant competitive and geopolitical change and uncertainty, competing on a global scale, and operating in a socially responsible and accountable manner. Clear concepts directly relate to how today's organizations operate, while self-reflection opportunities help you evaluate personal leadership abilities and skill-building practice equips you for leadership success. You master management principles from a tangible, integrated, and current perspective as you learn to visualize how strategy informs leadership and how leaders influence strategic positioning and, ultimately, manage performance. Let MANAGEMENT: AN INTEGRATED APPROACH, 2E prepare you for leadership success as this unique book answers the key question: How are leaders successfully managing competitive companies in the 21st Century? Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.
[Financial Institutions and the Urban Crisis, Hearing Before The Subcommittee on Financial Institutions of ..., 90-2 ..., September 30 and October 1, 2, 3, and 4, 1968](#) - United States. Congress. Senate. Committee on Banking and Currency 1966

[Advanced Outsourcing Practice](#) - Leslie P. Willcocks 2016-04-30
A rich database of over 2,200 outsourcing arrangements, studied across sectors and geographies, and over time, from inception, through contract signing, to outcomes. This book has unparalleled insight into the robust practices that have been proven effective time and again.

Information Systems and Outsourcing - M. Lacity 2008-11-19
A new look at nearly 20 years of theoretical and practical research on IT outsourcing. The book explores how good IT outsourcing theories shape practice and how effective IT outsourcing practices inform theory. It highlights the importance of examining theories borrowed from economics, strategy, and sociology to study IT outsourcing.

Information Systems Outsourcing - Rudy A. Hirschheim 2002
As the information systems outsourcing trend has gained momentum, it is prudent to stop and reflect on several critical questions. This text attempts to answer these questions.

[Management](#) - Ranjay Gulati 2013-07-16
How are leaders successfully managing competitive companies in the 21st Century? Gulati/Mayo/Nohria's MANAGEMENT, 1E, by award-

winning instructors and prominent Harvard business experts, addresses the many integrated facets in answering this key question to help you effectively prepare for successful leadership now and in the future. As a manager, you will be confronted with challenges and opportunities that are more dynamic and complex than ever before. As a leader in any business role, you need to understand how to harness technological advances, manage and lead a dispersed and diverse workforce, anticipate and react to constant competitive and geopolitical change and uncertainty, compete on a global scale, and operate in a socially responsible and accountable manner. Gulati/Mayo/Nohria's MANAGEMENT, 1E demonstrates the mutual interconnectivity between three key facets of management: strategic positioning, organizational design, and individual leadership. The book presents management from a tangible, integrated, and current perspective, teaching you to visualize how strategy informs leadership and how leaders influence strategic positioning and, ultimately, manage performance. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Nothing Succeeds Like Failure - Steven Conn 2019-10-15
Do business schools actually make good on their promises of "innovative," "outside-the-box" thinking to train business leaders who will put society ahead of money-making? Do they help society by making better business leaders? No, they don't, Steven Conn asserts, and what's more they never have. In throwing down a gauntlet on the business of business schools, Conn's *Nothing Succeeds Like Failure* examines the frictions, conflicts, and contradictions at the heart of these enterprises and details the way business schools have failed to resolve them. Beginning with founding of the Wharton School in 1881, Conn measures these schools' aspirations against their actual accomplishments and tells the full and disappointing history of missed opportunities, unmet aspirations, and educational mistakes. Conn then poses a set of crucial questions about the role and function of American business schools. The results aren't pretty. Posing a set of crucial questions about the function of American business schools, *Nothing Succeeds Like Failure* is pugnacious and controversial. Deeply researched and fun to read, *Nothing Succeeds Like Failure* argues that the impressive façades of business school buildings resemble nothing so much as collegiate versions of Oz. Conn pulls back the curtain to reveal a story of failure to meet the expectations of the public, their missions, their graduates, and their own lofty aspirations of producing moral and ethical business leaders.

Dual Transformation - Scott D. Anthony 2017-03-28
Game-changing disruptions will likely unfold on your watch. Be ready. In *Dual Transformation*, Scott Anthony, Clark Gilbert, and Mark Johnson propose a practical and sustainable approach to one of the greatest challenges facing leaders today: transforming your business in the face of imminent disruption. *Dual Transformation* shows you how your company can come out of a market shift stronger and more profitable, because the threat of disruption is also the greatest opportunity a leadership team will ever face. Disruptive change opens a window of opportunity to create massive new markets. It is the moment when a market also-ran can become a market leader. It is the moment when business legacies are created. That moment starts with the core dual transformation framework: Transformation A: Repositioning today's business to maximize its resilience, such as how Adobe boldly shifted from selling packaged software to providing software as a service. Transformation B: Creating a new growth engine, such as how Amazon became the world's largest provider of cloud computing services. Capabilities link: Fighting unfairly by taking advantage of difficult-to-replicate assets without succumbing to the "sucking sound of the core." Anthony, Gilbert, and Johnson also address the characteristics leaders must embrace: courage, clarity, curiosity, and conviction. Without them, dual transformation efforts can founder. Building on lessons from diverse

companies, such as Adobe, Manila Water, and Netflix, and a case study from Gilbert's firsthand experience transforming his own media and publishing company, Dual Transformation will guide executives through the journey of creating the next version of themselves, allowing them to own the future rather than be disrupted by it.

Business Process Outsourcing for Strategic Advantage - Saxena 2009

Cases on Enterprise Information Systems and Implementation Stages: Learning from the Gulf Region - Albadri, Fayez 2012-10-31

After the introduction of Enterprise Information Systems (EIS) and Enterprise Resources Planning (ERP) applications to many business organizations, the functional issues such as technical problems, security threats, persistent end-user resistance, and the excessive hidden costs of these systems began coming to light. Cases on Enterprise Information Systems and Implementation Stages: Learning from the Gulf Region focuses on the Gulf region and it's lead on the enterprise systems adoption which has exceeded those in many developed countries. This reference book highlights experiences implementing EIS, delivering a comprehensive multi-perspective account of EIS issues, and explores the concerns, risks, and critical success factors of EIS for a variety of organizations. It aims to be beneficial for both practitioners and academics alike.

Distribution Logistics - Bernhard Fleischmann 2004-08-25

The complexity of distribution systems is augmented by various trends: globalization of the manufacturing industry, rising customer demands, and the reverse flows within closed-loop systems. In this light, the need for 'advanced' planning methods that are based on quantitative optimization is constantly increasing. This book takes up the challenges posed by these developments. In doing so, it presents recent results and case studies from a group of researchers that regularly meet at the IWDL (International Workshop on Distribution Logistics). The text covers the design of distribution networks, vehicle routing, warehousing and reverse logistics. It also contains a comprehensive review of more than 60 case studies in reverse logistics.

The Innovator's Solution - Clayton Christensen 2013-11-19

An innovation classic. From Steve Jobs to Jeff Bezos, Clay Christensen's work continues to underpin today's most innovative leaders and organizations. A seminal work on disruption—for everyone confronting the growth paradox. For readers of the bestselling *The Innovator's Dilemma*—and beyond—this definitive work will help anyone trying to transform their business right now. In *The Innovator's Solution*, Clayton Christensen and Michael Raynor expand on the idea of disruption, explaining how companies can and should become disruptors themselves. This classic work shows just how timely and relevant these ideas continue to be in today's hyper-accelerated business environment. Christensen and Raynor give advice on the business decisions crucial to achieving truly disruptive growth and propose guidelines for developing your own disruptive growth engine. The authors identify the forces that cause managers to make bad decisions as they package and shape new ideas—and offer new frameworks to help create the right conditions, at the right time, for a disruption to succeed. This is a must-read for all senior managers and business leaders responsible for innovation and growth, as well as members of their teams. Based on in-depth research and theories tested in hundreds of companies across many industries, *The Innovator's Solution* is a necessary addition to any innovation library—and an essential read for entrepreneurs and business builders worldwide.

Study of the Armed Services Procurement Regulations and Departmental Implementation Thereto - United States. Congress. House. Committee on Armed Services 1958

Business Solutions for the Global Poor - V. Kashturi Rangan 2007-02-03
Based on research presented at The Harvard Business School's first-ever conference on business approaches to poverty alleviation, *Business Solutions for the Global Poor* brings together perspectives from leading academics and corporate, non-profit and public sector managers. The contributors draw on practical and dynamic how-to insights from leading BOP ventures from more than twenty countries world-wide. This important volume reflects poverty's multi-faceted nature and a broad range of actors—multinational and local businesses, entrepreneurs, civil society organizations and governments—that play a role in its alleviation.

Producing Prosperity - Gary P. Pisano 2012-09-25

Manufacturing's central role in global innovation Companies compete on the decisions they make. For years—even decades—in response to

intensifying global competition, companies decided to outsource their manufacturing operations in order to reduce costs. But we are now seeing the alarming long-term effect of those choices: in many cases, once manufacturing capabilities go away, so does much of the ability to innovate and compete. Manufacturing, it turns out, really matters in an innovation-driven economy. In *Producing Prosperity*, Harvard Business School professors Gary Pisano and Willy Shih show the disastrous consequences of years of poor sourcing decisions and underinvestment in manufacturing capabilities. They reveal how today's undervalued manufacturing operations often hold the seeds of tomorrow's innovative new products, arguing that companies must reinvest in new product and process development in the US industrial sector. Only by reviving this "industrial commons" can the world's largest economy build the expertise and manufacturing muscle to regain competitive advantage. America needs a manufacturing renaissance—for restoring itself, and for the global economy as a whole. This will require major changes. Pisano and Shih show how company-level choices are key to the sustained success of industries and economies, and they provide business leaders with a framework for understanding the links between manufacturing and innovation that will enable them to make better outsourcing decisions. They also detail how government must change its support of basic and applied scientific research, and promote collaboration between business and academia. For executives, policymakers, academics, and innovators alike, *Producing Prosperity* provides the clearest and most compelling account yet of how the American economy lost its competitive edge—and how to get it back.

Media Management and Economics Research in a Transmedia Environment - Alan B. Albarran 2013-07-24

This landmark work centers on media management and economics within a diverse, international, historical and constantly changing environment. The chapters herein reflect the current state of research and present directions for future study. Developed at the 2012 Research Symposium in conjunction with the annual convention of the Broadcast Education Association, it represents the most current theory and research in the area.

Professional Advancements and Management Trends in the IT Sector - Colomo-Palacios, Ricardo 2012-04-30

While a typical project manager's responsibility and accountability are both limited to a project with a clear start and end date, IT managers are responsible for an ongoing, ever-changing process for which they must adapt and evolve to stay updated, dependable, and secure in their field. *Professional Advancements and Management Trends in the IT Sector* offers the latest managerial trends within the field of information technology management. By collecting research from experts from around the world, in a variety of sectors and levels of technical expertise, this volume offers a broad variety of case studies, best practices, methodologies, and research within the field of information technology management. It will serve as a vital resource for practitioners and academics alike.

Study of the Armed Services Procurement Regulations and Departmental Implementation Thereto - United States. Congress. House. Committee on Armed Services. Subcommittee for Special Investigations 1958
Reviews procurement guidelines for Army, Navy and AF. Includes AF "USAF Procurement Service Schools and Training Programs" (p. 387-532 and 537-708 p.).

Cases on Managing E-Services - Scupola, Ada 2008-10-31

"This book lays the theoretical foundations for understanding e-services as well as provide real life cases of e-services"--Provided by publisher.
Study of the Armed Services Procurement Regulation and Departmental Implementation Thereto, Hearings Before the Subcommittee for Special Investigations of ... , 85-2 Under the Authority of H. Res. 67, July 16, 17, and 18, 1958 - United States. Congress. House. Committee on Armed Services 1958

Taking the Reins as CIO - Tony Gerth 2020-02-19

An executive's transition into any leadership role can be a challenge. Such transitions do not always go smoothly, and the negative consequences can be significant. This is particularly so for Chief Information Officers (CIOs), as the role has evolved significantly over the years yet remains deeply ambiguous. This is despite information and technology moving from the periphery of an organization to a fundamental driver of innovation and competitive advantage. This book is to help the newly appointed CIO "take charge": the process of learning and taking action that the newly appointed CIO goes through until s/he has mastered the new assignment in sufficient depth to be effective in

the role. This book provides keen insights into the challenges faced by today's CIOs while transitioning into a new role and enlightens readers on how to navigate the organizational environment in order to implement necessary changes. With plenty of practical tools and insights it will help you to:

- Decide how best to approach the job
- Prioritize the first areas of the business you should attend to
- Draw up your goals for the first few weeks and months into the role
- Find out if there are there any decisions that you can postpone making

Based on over 200 interviews with CIOs, CxOs, and recruiters, this book offers readers guidance on how to take on the role of a business executive with special responsibility for information and technology, with ten key prescriptions to maximize success.

Demystifying Your Business Strategy - David Lei 2013-08-29

While scores of strategic management books have been written, many books fail to take into consideration the influences that shape and constrain managers' ability to formulate and execute well-thought out strategies. *Demystifying Your Business Strategy* acknowledges and harnesses those influences, providing practitioners with a helpful new approach to developing and maintaining a competitive advantage. In this book, David Lei and John W. Slocum offer readers a comprehensive overview of the drivers of evolutionary advantage, recognizing that sources of competitive advantage for any organization will necessarily shift and evolve in response to changes in the industry environment. *Demystifying Your Business Strategy* also offers practical insights on how to spot "inflection points" of strategic transition and identify signals that indicate when an organization needs to develop a new source of competitive advantage. With in-depth discussion of the four different types of business strategies that many firms pursue and the strategic disciplines that support them, this book can provide significant insight and direction to managers at all levels within an organization.

Communities of Practice and Vintage Innovation - Francesco Schiavone 2013-09-25

This book focuses on the notion of "vintage innovation" and its application in various old technology-based communities of practice. Some communities of practice resist and react to technological change by adopting new technological products ("vintage products") that extend the lifetime of their old, favored products and practices. There are a number of potential reasons for such strategic reactions, which are analyzed by the author. The book opens by reviewing the nature of technological change. Old technology-based communities of practice and their typical reactions to technological change are then discussed, and the concept of vintage innovation, introduced and explained. The book presents four case studies of communities of users in which vintage innovation emerged: analog photographers, radio amateurs, arcade videogame players, and disc jockeys.

Information Systems Outsourcing - Rudy Hirschheim 2007-06-13

Four years have been passed away since the first edition of this book has been published. While certain key issues on IS sourcing like determinants and application service provision have become more mature from an academic and industry perspective, additional topics have arisen on the horizon. In particular, offshoring and business process outsourcing have led to numerous insightful publications which offer a valuable and indispensable holistic sourcing perspective. Thus, the second edition of our outsourcing book deals with enduring themes, new perspectives, and global challenges. In addition to classical themes like Sourcing Determinants (Part I), Relationship Aspects (Part II), and Experiences (Part III), we felt it worthwhile to add three new parts. They cover information systems outsourcing from a Vendor and Individual Perspective (Part IV), Application Service Providing (Part V) as well as Offshoring and Global Outsourcing (Part VI). Again we have thoughtfully tried to arrange a compilation of contemporary outsourcing research as a primer and a platform for scientific discourse. In contrast to the first edition, this book is not the outcome of an International Conference, but rather an update of important and relevant perspectives. Since the Third International Conference on Outsourcing of Information Services will take place 2007 in Heidelberg, Germany, it may be considered as an epilogue for further interactions and discussions.

The Practice of Outsourcing - Mary C. Lacity 2009-06-25

A close look at the main developments in IT, business processes and offshore outsourcing. This book studies these topics in both theory and practice, exploring the rising prominence of outsourcing with a multi-dimensional, contextual perspective.

Handbook of Media Management and Economics - Alan Albarran 2018-04-27

Winner of the 2019 Robert Picard Book Award The Handbook of Media

Management and Economics has become a required reference for students, professors, policy makers and industry practitioners. The volume was developed around two primary objectives: assessing the state of knowledge for the key topics in the media management and economics fields; and establishing the research agenda in these areas, ultimately pushing the field in new directions. The Handbook's chapters are organized into parts addressing the theoretical components, key issues, analytical tools, and future directions for research. With its unparalleled breadth of content from expert authors, the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms, and establishes the direction for the next phases of research in this evolving arena of study. Updates include the rise of mobile and social media, globalization, audience fragmentation and big data.

Revolutionizing Product Development - Steven C. Wheelwright 1992-06-15

Today, a company's capability to conceive and design quality prototypes and bring a variety of superior products to market quicker than its competitors is increasingly the focal point of competition, contend leading product development experts Steven Wheelwright and Kim Clark. Drawing on six years of in-depth, systematic, worldwide research, they present proven principles for developing the critical capabilities for speed, efficiency, and quality that have worked again and again in scores of successful Japanese, American, and European fast-cycle firms. The authors argue that to survive, let alone succeed, today's companies must construct a new "platform" -- with new methodologies -- on which they can compete. Using their model for development strategies, Wheelwright and Clark show that firms can create a solid architecture for the integration of marketing, manufacturing, and design functions for problem solving and fast action -- particularly during the critical design-build-test cycles of prototype creation. They demonstrate further how successful firms such as Honda in automobiles, Compaq in personal computers, Applied Materials in semi-conductors, Sony in audio equipment, The Limited in apparel, and Hill-Rom in hospital beds have employed recent methodologies to bring new products to market at break-neck speed. Such innovations include design for manufacturability, quality function deployment, computer-aided design, and computer-aided engineering. Finally, Wheelwright and Clark emphasize the importance of learning in the organization. Companies that consistently "design it right the first time" and follow a path of continuous improvement in product and process development have a formidable edge in the crucial race to market.

Systeemanalyse en systeemontwerp - Joseph S. Valacich 2004

Directory of Harvard Business School Cases and Related Course Materials - 1987

IT Outsourcing Governance - Stefanie Leimeister 2010-11-18

Stefanie Leimeister examines different types of IT outsourcing relationships and their characteristics depending on the outsourcing clients' underlying expectations. The author derives actionable advice for applicable strategies and an effective allocation of resources for an outsourcing venture.

IT Outsourcing: Concepts, Methodologies, Tools, and Applications - St. Amant, Kirk 2009-07-31

"This book covers a wide range of topics involved in the outsourcing of information technology through state-of-the-art collaborations of international field experts"--Provided by publisher.

The Sourcing of Application Software Services - Jens Dibbern 2012-12-06

The field of Information Systems (IS) outsourcing has drawn considerable attention among scientists and practitioners for the past fifteen years. The present book analyses why organizations insource or outsource IS functions -- specifically the development and maintenance of software applications. Concepts from transaction cost theory, resource-based theory, incomplete contracts theory, the theory of planned behaviour, and cross-cultural research are integrated into a coherent framework that recognizes the economic, strategic, and social dimension of the IS sourcing decision. This framework is specified in a research model and empirically tested across countries (Germany versus USA), industries (Machinery versus Finance) and IS functions (Application Software Development versus Maintenance) using the partial least squares (PLS) approach of structural equation modelling. The book thereby provides theoretically and empirically grounded insights into the reasons and implications of the IS sourcing decision.

International Human Resource Management - Nilanjan Sengupta

2007

In today's era of International business, International Human Resource Management (IHRM) is emerging as a crucial factor since organizations are run by people. What is interesting in this phenomenon is, not only that there are differences in people across the countries, but even within a country or regions within it. This complex socio-cultural and psychological fabric coupled with historical, geographic, economic and political factors, creates certain boundary conditions and makes IHRM a very complex process. The intention of this book is to portray the various factors that are connected with managing Human Resources in International Business. Since the two are inseparable, any organization aspiring to participate as a player in international business must develop the knowledge, skills and acumen to perceive the subtle nuances that govern the rules of game. IHRM as a discipline cuts across all other business operations in the international context and plays a vital role in the success or failure of a business venture since, businesses are essentially driven by people. In the light of the above, this book has sought to address some of the issues that relate to IHRM, which need to be logically understood by any keen observer of international business, today. The approach of this book has been to detail IHRM both, in terms of a function, as well as a process and the factors or key elements that are attached to them. To make this book reader-friendly, chapter highlights have been added at the beginning of each chapter to facilitate the reader to identify the broader areas that may be learnt from a particular chapter. Each chapter also contains detailed references and key terms. Conceptual questions, multiple choices, web-based exercises are some of the additional features of the book. Relevant diagrammatic representation, relevant case study and list of web references have been also added in this book.

Managing New Product and Process Development - Steven C. Wheelwright 2010-07-06

Argues that a company's capability to conceive and design quality prototypes and bring a variety of products to market more quickly than its competitors is increasingly the focal point of competition. The authors present principles for developing speed and efficiency.

Media, Telecommunications and Business Strategy - Richard A. Gershon 2020-07-19

As the clear lines and historic boundaries that once separated broadcasting, cable, telephone and Internet communication dissolve, this comprehensive new edition examines the relationship and convergence patterns between industries by exploring the effects of digitalization in media and information technology. With today's dynamic and rapidly evolving communication environment, media managers need to have a clear understanding of the different delivery platforms as well as critical management and planning strategies going forward. Advancements in new media and communication technology coupled with a rapidly changing global economy promise a new set of hybrid-media companies that will allow for the full integration of information and entertainment services and give new meaning to the term programming. This book provides a detailed look at seven key sectors of the media and telecommunications field as well as ongoing changes within the industry. The new edition includes updated research throughout including material on major business and technology changes as well as the importance of digital lifestyle reflected in E-commerce and developments in Over-the-Top Video-streaming services. Special attention is given to

such areas as strategic planning, innovation, marketing, finance and leadership. Perfect for courses in media management and media industries, as well as professional managers, this book serves as an important reference guide during this transitional time.

Managing Innovation - Joe Tidd 2018-06-05

Managing Innovation is the bestselling text for graduate and undergraduate students and a classic in the field. Emphasizing practical, evidence based tools and resources, this title provides students with the knowledge base to successfully manage innovation, technology, and new product development. The holistic approach addresses the interplay between the markets, technology, and the organization, while relating the unique skill set required to manage innovation and innovation processes. The sixth edition of Managing Innovation continues to include the popular Innovation in Action sections in each chapter which are now newly titled Case Studies, and also features a number of new cases, updated and new research notes and references, and links to videos, audio interviews, activities, and case studies. The sixth edition also features new material on emerging innovation themes, including business model innovation, user innovation, crowd-sourcing, creativity, entrepreneurship, service innovation, public services, and more. The rapid pace of the field's evolution has brought an increase in multi-disciplinary approaches and skills, while expanding the available tool kit and pushing the boundaries of possibility forward. This text provides expert navigation through the abundance of new data, new methods, new concepts, and approaches but it is designed to encourage and support tailored experimentation, not replace it. Equipped with a strong foundation and a productive innovation management mindset, today's students will be equipped to bring about the era's next great advances.

Outsourcing and Offshoring in the 21st Century: A Socio-Economic Perspective - Kehal, Harbhajan 2006-03-31

"This book discusses the economic impacts of outsourcing and offshoring to the developing countries and developed countries and the short term and long term implications"--Provided by publisher.

The Theory of the Business (Harvard Business Review Classics) - Peter F. Drucker 2017-04-18

Peter F. Drucker argues that what underlies the current malaise of so many large and successful organizations worldwide is that their theory of the business no longer works. The story is a familiar one: a company that was a superstar only yesterday finds itself stagnating and frustrated, in trouble and, often, in a seemingly unmanageable crisis. The root cause of nearly every one of these crises is not that things are being done poorly. It is not even that the wrong things are being done. Indeed, in most cases, the right things are being done—but fruitlessly. What accounts for this apparent paradox? The assumptions on which the organization has been built and is being run no longer fit reality. These are the assumptions that shape any organization's behavior, dictate its decisions about what to do and what not to do, and define what an organization considers meaningful results. These assumptions are what Drucker calls a company's theory of the business. The Harvard Business Review Classics series offers you the opportunity to make seminal Harvard Business Review articles a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world—and will have a direct impact on you today and for years to come.