

[PDF] Kill The Company: End The Status Quo, Start An Innovation Revolution

Lisa Bodell, Carlos Dominguez - pdf download free book

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Description:

Review

"Lisa has done the impossible: she's written a book that's simple, powerful and rewards organizations that have the guts to make change." - **Seth Godin**, author of The Purple Cow, Linchpin, We Are All Weird, and other best-sellers

"At Zappos, one of our core values is to 'Embrace and Drive Change.' **Kill the Company** shatters traditional notions of culture change and innovation. This book gives a fresh and interesting approach to businesses looking to make changes to their own cultures." - **Tony Hsieh**, NY Times

best-selling author of Delivering Happiness and CEO of , Inc.

"Lisa Bodell is a first class change agent in the corporate world. She points out the often obvious but totally ingrained things that are stifling our companies, then goes on to share her plan for how we can start our own 'innovation revolution'." - **Marshall Goldsmith**, author of the New York Times bestsellers, MOJO and What Got You Here Won't Get You There

"Dylan's Candy Bar will absolutely be utilizing Lisa Bodell's inspiring toolkit to help us prepare for the year 2025. The thought starters and provocative questions in **Kill the Company** are an exceptionally useful blueprint for any company's strategic plan."- **Dylan Lauren**, owner of Dylan's Candy Bar

"The core message and call to arms in **Kill the Company** is both timely and spot on. Industrial management and MBA-training won't help you think in a more adaptive, iterative, entrepreneurial way to invent and reinvent, but this book will." - **Peter Sims**, author of Little Bets and founder, The Black Sheep

"This book is provocative yet its solutions are simple to achieve and it offers straightforward tools that can create real revolutionary change. **Kill the Company** is a must-read for every organization, whether a big company or a small business group within. Be prepared not only to look objectively at your organization, but also at yourself."- **Paul Gerbino**, Executive Director, Thomas Industrial Network, Inc.

"**Kill the Company** is the real company's guide to implementing a culture of innovation. Unlike other books on the topic, it does not rely on the conjuring of mystical spirits or the anointing of corporate shamans to get your business to go from complacent to competitive. It is a how-to guide to make your real-world organization more imaginative, more inspired and much more innovative." - **Amanda L. Perrin**, Head of U.S. Talent Management, NYSE Euronext

"A must-read for managers and leaders at all levels. Innovation is the key to our collective future, and this book provides some great ideas on how to get there."- **Barbara Daniels**, GE Capital Americas

"Those of us interested in innovation will be glad to know that innovator/futurist Lisa Bodell has finally captured her years of successful innovation work with clients in this book. It's not only an inspiring manifesto to get on with it—one person and one project at a time—but it provides detailed concepts, examples, and tools for anyone to make innovation happen. Reading this book will launch you on a path to innovation that will you enable to create the future that you want." - **Andy Hines**, Lecturer/Executive in Residence, University of Houston, Futures Studies

"Lisa Bodell is dead-on: 'Everyone is a Change Agent.' This book provides practical tools for anyone to change their company's culture and raise their game in innovation."- **Jeff Honious**, VP, Innovation, Reed Elsevier

"Innovation requires more than just a good idea. A company's culture must persuade innovation to thrive. Bodell gives us a book full of practical wisdom and applicable tools for building a climate of innovation. Step-by-step exercises are laid out in each chapter. The dynamic framework make this an indispensable guide for innovation revolution."- **Leigh W. Jerome**, Ph.D., President & CEO, The Institute for Triple Helix Innovation

"Both enlightening and frightening at the same time! Bodell forced me to really ask myself some

hard questions. Finally, a book that jarred my thinking but then also gave me a framework and tools to help me work towards better answers.” — **Judy Brown**, CFO, Perrigo Pharmaceuticals

"The boldness of Lisa's assertion that we must **Kill the Company** is only matched by the preciseness of the arguments, tools and techniques that she provides to show us how to do it." — **Prof Tony O'Driscoll**, Executive Director, Center for Technology, Media and Entertainment (CTEM), Fuqua School of Business.

About the Author

Lisa Bodell, founder and CEO of **futurethink**, an internationally recognized innovation research and training firm, believes that we all have the power to innovate; we just need to know *how*. As a leading innovator and trainer, she has devised training programs for hundreds of leading companies including 3M, GE, and Johnson & Johnson. A respected thought leader on innovation topics, Bodell has appeared on FOX News, and in publications such as *Crain's*, *Business Week*, *The New York Times*, *WIRED*, *Investor's Business Daily*, *Successful Meetings*, *Harvard Business Review*, and *The Futurist*. She serves as an advisor on the boards of the Institute of Direct Marketing in London, The Women's Congress, the Association of Professional Futurists, and the prestigious Institute for Triple Helix Innovation think tank, and has taught marketing at American University and through the American Management Association.

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