

(Mobile ebook) Winning the Battle for Relevance: Why Even the Greatest Become Obsolete... and How to Avoid Their Fate

Winning the Battle for Relevance: Why Even the Greatest Become Obsolete... and How to Avoid Their Fate

Michael McQueen

*audiobook / *ebooks / Download PDF / ePub / DOC*

WINNING THE BATTLE FOR RELEVANCE

WHY EVEN THE GREATEST BECOME OBSOLETE...
AND HOW TO AVOID THEIR FATE



MICHAEL McQUEEN

"One of the best business books I have read. Full of excellent advice for businesses of any size." *Andrew Robertson*, Chief Business Reporter, ABC News

DOWNLOAD



+

READ ONLINE

#1902600 in eBooks 2016-03-17 2016-03-17 File Name: B01BBYXE1U | File size: 53.Mb

Michael McQueen : Winning the Battle for Relevance: Why Even the Greatest Become Obsolete... and How to Avoid Their Fate before purchasing it in order to gage whether or not it would be worth my time, and all praised Winning the Battle for Relevance: Why Even the Greatest Become Obsolete... and How to Avoid Their Fate:

1 of 1 people found the following review helpful. Michael McQueens book is challenging whether you are a business ...By Peter LindopMichael McQueens book is challenging whether you are a business, club or church. He qices you

the fuel enabling you to think long and hard about where you are. 1 of 1 people found the following review helpful. Keep your organization relevant, read. By Gary W. Duggan Interesting read for those volunteering in long ongoing service organizations. 1 of 1 people found the following review helpful. Four Stars By Sally Hall interesting and helpful for anyone running a business or thinking of starting one

What if you were becoming irrelevant and didn't even realize it? We are living in a time of rapid disruption and upheaval. Once-lucrative revenue models are under siege. Market structures and distribution channels that have been stable for decades are crumbling before our eyes. The demise of brands such as Blockbuster, Borders, and Kodak leaves us with little doubt—shifts are happening, and no organization or brand is immune to extinction. In this landmark bestseller, award-winning trends forecaster and business strategist Michael McQueen explores the 5 reasons even the greatest companies become obsolete. More importantly, Michael looks at what separates the enduring from the endangered. Highlighting principles and lessons from businesses such as Lego, IKEA, and Harley-Davidson, he identifies 6 keys to re-inventing your organization before change forces you to. "This carefully researched and well-written book speaks to the most critical leadership issue facing organizations, businesses, and humanity itself." Dr. Ken Dovey, Associate Professor, University of Technology Sydney "Never has a book like Michael McQueen's been more important. Ignore it at your peril." Dan Gregory, CEO of The Impossible Institute www.MichaelMcQueen.net

About the Author Michael McQueen is a multi-award-winning speaker, trends forecaster, and business strategist. Widely recognized for having his finger on the pulse of business and culture, Michael has helped some of the world's best-known brands navigate change and stay ahead of the curve. In addition to featuring regularly as a commentator on TV and radio, Michael is a familiar face on the international conference circuit, having shared the stage with the likes of Bill Gates, Whoopi Goldberg, and Larry King.