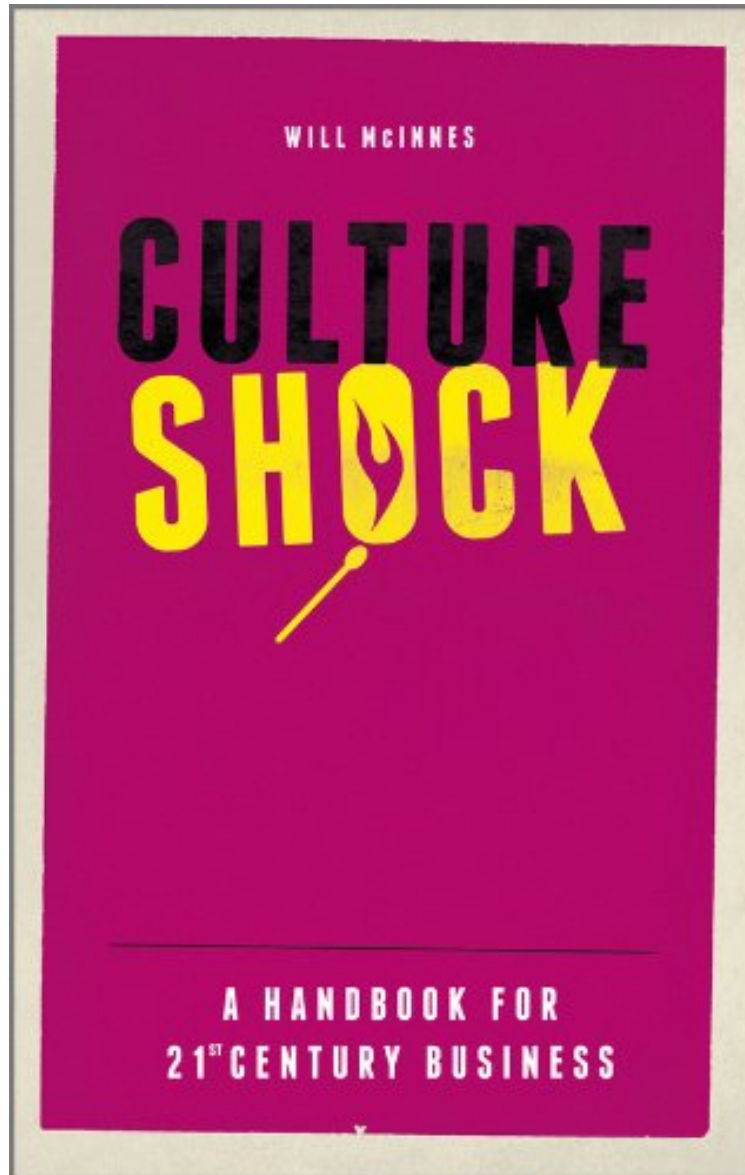


Culture Shock: A Handbook For 21st Century Business

Will McInnes

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Will McInnes : Culture Shock: A Handbook For 21st Century Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Culture Shock: A Handbook For 21st Century Business:

1 of 1 people found the following review helpful. Good ReadBy Louis De BearIf you have read my other reviews you will know I have read 100's of self help books over the years. I am a business consultant, peak performance expert, entrepreneur and University lecturer amongst other things. As such I read books in order to improve my knowledge and the advice I can give others. I ordered this book via the Vine programme in the hope I may end up learning

something new about how the mind can create happiness without all the positive thinking garbage that some book push. Culture shock is a book that is both a wonderful inspiring read and is packed full of ideas that can be applied in many different business types and situations. It examines the concepts behind building a democratised social business. I have read a plethora of books on the way the Japanese companies do it and studied at great length companies like Kao soap, which was regarded in the 1990's as the most democratised company in the World. This book encapsulates many of the great ideas that have been used and found to be successful in the real world of business. The author guides the reader through a process of change, that if implemented in part or in full, will make a great difference to most businesses. This is a well written practical guide for anyone wanting to make major changes in their company and organisation. It is full of practical advice and I cannot recommend this book enough. Brilliant. 2 of 2 people found the following review helpful. the future-now of business and work By bde This book is Will McInnes' invitation to make a difference in your organization and change the world. He extends a hand and asks you to join him in considering what business could be, should be, and - in several cases - already is. This is the future-now of business and work. I am fascinated with the humanness of business. I like business and I believe that business is people and people are business. Humans - and humans alone - create business results. It seems so obvious, but gets overlooked, ignored, and dismissed in the forever pursuit of the short-term shortcut. We remove humanness thinking it will create greater results. Instead it creates disconnects between people and their contributions; it chokes off engagement. What if work had purpose and meaning? What if it were different? That's this book. My conclusion: I loved it and you should read it. But then, I was already sold on some of the concepts the author presents and excited to read about those I wasn't familiar with. The author does a great job fleshing the concepts, strategies, and actions out and expanding them and introducing companies where the ideas are actually in use. It's a well written book with plenty of case studies and examples from current organizations, including his own. This book inspires me, makes me a little relieved to find others thinking this way, and frustrates me that this is the future-now of business and the world hasn't arrived yet. The promise is there; the reality is slower in coming. But that's actually good news - the people and businesses that make the shift to being human, authentic, and transparent will (in my less than humble opinion) gain significant advantages. "Culture Shock" is a great place to start creating the future-now in your organization. 2 of 3 people found the following review helpful. Best book I have read in a while By John F, Brisbane Culture change is so way overdue in many organisations, and Will has absolutely nailed it in this book. I couldn't put it down. It is so spot on and the way forward in the 21st Century. Go and buy it today - you will not be sorry! (In case you think this is way over the top he must be Will's pal - I am not - just appreciate a great book!)

Isquo; Will McInnes has nailed it. Inspiring and comprehensive, Culture Shock is aspirational future thinking with its feet firmly on the ground rsquo; Jemima Kiss, Digital Media correspondent, The Guardian Join the work-place revolution There's a revolution afoot . . . don't be left behind. A new dawn has broken. Business has changed profoundly mdash; fueled by aggressively advancing technology and a volatile global economy. So why has most business culture remained unchanged? Most organizations are closed, secretive, siloed, slow to change, and deeply hierarchical. It's time to shock these cultures. Let's burn up the old and start something new. The wonderfully inspiring Will McInnes is here to make a change mdash; he wants us all to work in places that are supportive, open, conducive to creativity, motivating, and fun. In this book he maps out brilliant ways to create an uplifting work culture. Learn to create a more open, democratic, and productive workplace Packed with real-world examples and backed up by facts Step-by-step, practical framework with actionable tasks to help you transform the way you work for the better

'An inspiring and provocative read. This is a story that needed to be told, a timely lesson in the value of openness.' (FS tech, August 2012)