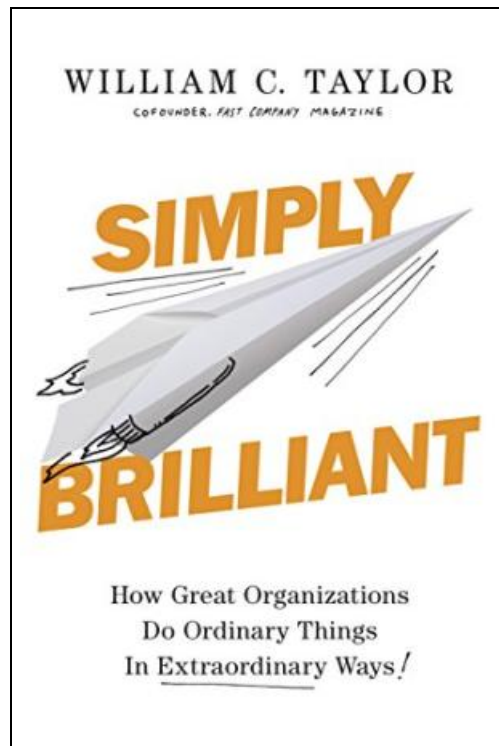


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Penguin Books Ltd, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. This book is relevant, absorbing and practical. It cleverly lays out a blueprint for building companies in the 21st-century digital world using examples that are generations old. And yes, it s simply brilliant - Management Today There s no such thing as an average or old-fashioned business, just average or old-fashioned ways to do business. In fact, the opportunity to reach for extraordinary may be most pronounced in settings that have been far too ordinary for far too long Far away from Silicon Valley, in familiar, traditional, even unglamorous fields, ordinary people are unleashing extraordinary advances that amaze customers, energize employees, and create huge economic value. Their secret? They understand that inventing the future doesn t just mean designing mobile apps and developing virtual-reality headsets.In Simply Brilliant, the visionary co-founder of Fast Company William C. Taylor goes behind the scenes at some of the unsung organizations that are revolutionizing their otherwise humdrum fields. These unlikely agents of change range from a parking garage that also serves as a wedding venue, to a military insurance company that puts salespeople through simulated overseas deployment.The message is both simple and subversive: in a time of wrenching disruptions and exhilarating leaps, of unrelenting turmoil and unlimited promise, the future is open to everybody. Simply Brilliant illustrates how breakthrough creativity and breakaway performance can be summoned in all industries, if leaders dare to reimagine what s possible in their fields.



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