

<<休想困住我-MBA想不出来的职>>

图书基本信息

书名：<<休想困住我-MBA想不出来的职场工具书UNSTUCK>>

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内容概要

Everyone gets stuck sooner or later. The big question is how do you get unstuck?

People and organizations get stuck because the most ambitious and rewarding work brings with it the most challenges.

Unstuck is a smart, fearless, totally practical guide to turn to for inspiration and immediate solutions. It ' s meant to be acted on, not just read. And it ' s based on the proven practices the authors have discovered while working with IBM, Sony, Hewlett-Packard, Nike, Gap Inc., and many other major companies.

Whether you need to step back to move forward, motivate a struggling team, change your goals, or create a clearer vision, Unstuck helps you diagnose your situation, identify the most important challenges, and implement the right tools and techniques to get things moving again. Now with updated case studies, this is the perfect book to get you and your team unstuck.

This graphically modern and interactive volume demands that readers get themselves—and their businesses—out of whatever rut they ' re in. By first encouraging the acknowledgment of being stuck, Yamashita and Spataro, a consultant and business school professor, respectively, pave the way for escape. They describe the seven emotional manifestations of being stuck (feeling alone, overwhelmed, directionless, battle-torn, worthless, hopeless, exhausted) and provide guidance for moving past them, through case studies (from the U.S. Postal Service to Apollo 13), exercises, charts and mantras such as "find the quiet rock star" and "write the headline from the future." It ' s alternately funny and thought provoking; and with rarely more than 200 words per page, it doesn ' t resemble a typical dense business tome. Yet somehow, in its succinctness (and despite its overuse of catchphrases), this book renders specific and practical points as well as enough inspiration to help all kinds of individuals and teams break through mental walls.

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