



The Key: How Corporations Succeed by Solving the World s Toughest Problems: How Corporations Succeed by Solving the World s Toughest Problems (Hardback)

By Lynda Gratton

McGraw-Hill Education - Europe, United States, 2014. Hardback. Book Condition: New. 230 x 160 mm. Language: English . Brand New Book. Climate change. Income inequality. World poverty. Who can solve these global problems? Corporations. Never before have corporations been so large, so wealthy, so powerful, and so rich in human creativity and endeavor. Organizational change expert Professor Lynda Gratton shows that it is now critical that these corporations step up to play a more positive role in the world by building inner resilience, actively anchoring themselves in their communities and supply chains, and leveraging their unique capabilities to address complex global challenges such as climate change and youth unemployment. In The Key, Gratton maps out how bringing resilience to a fragile world starts with what happens inside a corporation-when intelligence and wisdom are amplified, emotional vitality enhanced, and social connections harnessed. She explains how corporations can leverage this inner resilience to help solve global problems and how a corporation s unique innovative, scaling and mobilizing, and alliance building capabilities-are some of the tools for combating global ills. Both realistic and optimistic, The Key is a practical guide that provides the rationale, strategies, and tools you need to not only spearhead...



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Reviews

A very amazing publication with perfect and lucid information. We have read through and that i am certain that i will planning to study once more yet again in the future. You will not really feel monotony at anytime of the time (that's what catalogues are for about should you question me).

-- **Matilda Hoeger V**

This book is definitely not effortless to start on reading through but extremely fun to learn. Better then never, though i am quite late in start reading this one. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Aliya Franecki**