

Download The Unbounded Mind Breaking The Chains Of Traditional Business Thinking

This item: The Unbounded Mind: Breaking the Chains of Traditional Business Thinking by Ian I. Mitroff
Paperback \$30.19 Only 1 left in stock - order soon. Ships from and sold by TheProductsHub. The Unbounded Mind: Breaking the Chains of Traditional Business Thinking. And yet, as the authors of The Unbounded Mind point out, MBA programs still preach--and thousands of American firms hold sacred--an antiquated system of business thinking that is wholly inadequate to the problems they face. Global markets, Japanese competition, the service economy, the sophisticated consumer — American business today faces challenges undreamed of just a few decades ago, and traditional approaches to corporate problems are becoming increasingly less effective. Hard-hitting and insightful, The Unbounded Mind is a clarion call for American business. It argues that if we are to produce products and services that can compete in the information age, we must challenge the very foundations of our thinking, and learn how to approach decisionmaking in a truly creative way.