



The New Bottom Line: Bridging the Value Gaps That are Undermining Your Business

By Alan Mitchell, Andreas W. Bauer, Gerhard Hausrucking

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The New Bottom Line: Bridging the Value Gaps That are Undermining Your Business, Alan Mitchell, Andreas W. Bauer, Gerhard Hausrucking, This radical, provocative and inspiring book explores a tectonic shift at the very heart of business. A shift that's making the old bottom line of corporate profitability the servant of a new master: a new 'person--centric' bottom line of personal profitability or value 'in my life'. So what? No bottom line? No more profit? Of course not! Every organization must cover its costs. Every business has to make a profit to survive. The authors of The New Global Line remarkably show that the necessary requirements for doing so are changing, and why this transformation A-containing important elements of both evolution and revolution A- is under way, how it's undermining the foundations of once--great businesses and brands, and how its throwing up huge new opportunities.



READ ONLINE
[4.54 MB]

Reviews

Very good e book and useful one. it was actually writtern extremely properly and useful. I found out this pdf from my i and dad recommended this publication to discover.

-- **Heloise Wiegand**

Extensive manual! Its this type of great read through. This can be for all who statte there was not a worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Dr. Furman Becker V**

Related Kindle Books



I Believe There s a Monster Under My Bed

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Shelby L Paul (illustrator). Large Print. 234 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Does your child believe that there are monsters hiding in their...



My Life as an Experiment: One Man s Humble Quest to Improve Himself by Living as a Woman, Becoming George Washington, Telling No Lies, and Other Radical Tests

SIMON SCHUSTER, United States, 2010. Paperback. Book Condition: New. Reprint. 212 x 138 mm. Language: English . Brand New Book. One man. Ten extraordinary quests. Bestselling author and human guinea pig A. J. Jacobs puts his life to the test and reports...



Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!, Mel McGee, Inspiring stories from some of the world's most successful mumpreneurs 'Millionaire Mumpreneurs' isn't about traditional...



My Life as a Third Grade Zombie: Plus Free Online Access (Hardback)

Gallopade International, United States, 2013. Hardback. Book Condition: New. 224 x 142 mm. Language: English . Brand New Book. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective,...



Because It Is Bitter, and Because It Is My Heart (Plume)

Plume. PAPERBACK. Book Condition: New. 0452265819 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!!!! * I am a reputable...



My Life as a Third Grade Werewolf (Hardback)

Gallopade International, United States, 2014. Hardback. Book Condition: New. 221 x 140 mm. Language: English . Brand New Book. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective,...