

## Contents

---

Acknowledgements	vii
Introduction How We Got Here and Where We Are Going	1
Chapter 1 Strategy: From Following the Rules to Making the Rules	28
Chapter 2 Marketing: From Selling Benefits to Selling Dreams	55
Chapter 3 Power: Shifts to a New World Disorder	77
Chapter 4 Money: From CAPM to the Road to Ruin	99
Chapter 5 Information: From Deficit to Hyperinflation	131
Chapter 6 Knowledge: From Ignorance to the Disintegration of the Firm	144
Chapter 7 Organisations: From Compliance to Commitment	160

Chapter 8	Change: Why Dinosaurs Can't Dance	185
Chapter 9	Employees: From Slavery to Freedom (and Back Again)	208
Chapter 10	Managers: Power and Making Things Happen	223
Chapter 11	Leaders: No More Heroes	243
	Conclusion	265
	Index	268

<http://www.pbookshop.com>