



## The Minding Organization: Bring the Future to the Present and Turn Creative Ideas into Business Solutions (Hardback)

By Moshe F. Rubinstein, Iris R. Firstenberg, Moshe Rubenstein

John Wiley and Sons Ltd, United States, 1999. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. A few years ago, Cementos Mexicanos (Cemex), the world's third-largest cement company, was struggling. More than two-thirds of their deliveries were late, customer complaints were numerous, and new orders were dwindling sharply. Then Cemex executives realized they needed to get a glimpse of the future. They saw themselves responding to customer needs as each need emerged. They visualized successful deliveries with orders placed only an hour in advance. Their entire organization became involved in the process of adapting to unplanned occurrences. By embracing the uncertainty and chaos of their business and a company-wide commitment to excellence, Cemex was completely transformed in a matter of months. This is a remarkable example of minding: identifying a purpose, developing a team, and acting to accomplish that purpose. Achieving this kind of high-level connection is what The Minding Organization is all about. This book will show you how to transform your organization into one that behaves like a living organism—alive with ideas and instantly able to adapt for survival in an increasingly complex, unpredictable global business world. A minding organization coordinates...



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