

Changing Corporate CultureThe Organic Pizza DilemmaNicht gekauft hat er schonDas Ende der GeschäftsmodelleKonzentriert denkenWende in die Zukunft - Pivot to the FutureStart-up HacksSo gewinnt man jeden Pitch Peter Fischer Robin Haring Martin Limbeck Edgar K. Geffroy Friedhelm Schwarz Omar Abbosh Bernhard Kalhammer David Beckett

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the key to corporate success digitalization and new technologies are transforming society and the economy at a breathtaking pace and yet some companies seem to adapt to the changing conditions far better than others so what is the secret to their success peter fischer sets out to demonstrate that the key lies in corporate culture after all it is the people within a company who bear the responsibility for developing new rules and behaviors in short for creating nothing less than a company's dna his book lays out seven steps to creating a timely and sustainable corporate culture ranging from options for mobilizing staff to ensuring consensus in management this is how a culture transformation succeeds and how a company becomes fit for the future

a positive but honest look at the future and our role in it in today's climate crisis things need to change however in trying to save the whales and the rain forest it far too often seems like our choices are limited to buying sustainable and fair products but do we even know which of our products count as such does the label organic on our pizza box truly mean that this is the right choice or is it just another way to pressure us consumers in feeling like each of our choices will have a direct effect on the future of planet earth the authors show how navigating the current world of certified labels can often leave one feeling pressured frustrated and confused they help the readers find their own form of sustainable living that can be both enriching and fulfilling with its informed analysis of the current situation its practical tips and its helpful insights this book encourages the reader to live a more enjoyable and sustainable life after all what is good for the world is good for us all

7 jahre 12 auflagen 60 000 verkaufte exemplare ein guter grund innezuhalten und mit sicherheit die beste gelegenheit für eine neuauflage martin limbeck hat mit seinem bestseller nicht gekauft hat er schon ein tabu gebrochen denn über erfolg spricht man für gewöhnlich nicht mit cleverness mut ehrlichkeit und eiserner disziplin hat er wenigen jahren das erreicht wofür andere jahrzehnte brauchen und ist zurecht stolz auf seinen weg vom jungverkäufer zum gefeierten vertriebsspezialisten als trainer und speaker gehört der bekannteste verkaufsexperte heute zu den top acts der scene in dieser neuauflage teilt er seine erfolgsgeheimnisse mit den lesern aus niederlagen chancen aus chancen erfolge machen und trotz aller erfolge stets mensch bleiben nun mit zusätzlichen kapitel was sich heute im verkauf ändert

wir erleben derzeit einen wirtschaftlichen aufschwung den anscheinend weder klimakatastrophe noch brexit oder trump bremsen können die frage ist nur wie lange noch auch dem größten optimisten muss klar sein dass kein aufschwung ewig währt derzeit kreisen die gedanken in den erfolgsverwöhnten unternehmen jedoch um naheliegende dinge wie beschleunigte prozessabwicklung oder auch das festhalten an überholten produktkonzepten und traditionellen marketingregeln diese zufriedenheitsfalle verhindert den blick auf die herannahenden umwälzungen welches geschäftsmodell wird überleben wenn die hälfte aller standardarbeiten digital ersetzt wird edgar k geffroy fordert eindringlich dass sich unternehmen jetzt um eine zukunftsstrategie kümmern müssen morgen könnte es schlicht zu spät sein und er zeigt wie nur unzufriedenheit zu mehr kundenbindung und zu tragfähigen geschäftsmodellen in disruptiven zeiten führt

jeder ist in der lage seine gehirnleistung zu optimieren mit den richtigen techniken in konzentrierter denken erklärt friedhelm schwarz wie wir unserer denkleistung steigern können indem wir unterbewusstes bewusst nutzen und richtig einsetzen das unterbewusstsein funktioniert dabei ähnlich wie google wenn man ein suchwort eingibt liefert es erstaunlich gute ergebnisse aber man muss es vorher effizient machen friedhelm schwarz erläutert nach den neuesten stand der neurowissenschaft wie wir unserer denkarbeit verbessern können und demonstriert wie man anhand verschiedener methoden die neuroplastizität unseres gehirns unterstützen kann so können wir etwa mit der neu entwickelten brainword methode bestehende muster im kopf verändern und neue denkprozesse in gang setzen schließlich ist denken nicht anders als sport oder musizieren je mehr man übt desto besser wird man

die digitale revolution hat entwicklungen in gang gesetzt deren folgen für die wirtschaft noch nicht absehbar sind diese werden aber noch weit umwälzender sein als die der industriellen revolution die immer schnelleren fortschritte der technologie fordern immer größere und ehrgeizigere anstrengungen von unternehmern wenn sie innovativ auf erfolgskurs bleiben wollen die autoren von wende in die zukunft pivot to the future stellen hierzu eine neue und ebenso praxiserprobte wie revolutionäre innovationsstrategie vor den wise pivot mit der unternehmen die radikale wende in die zukunft schaffen können ihr buch basiert auf ihrer langjährigen erfahrung und einer zweijährigen studie mit über 1000 unternehmen in 30 branchen es zeigt welche methodischen und mutigen schritte nötig sind um die rasant wachsenden technologischen möglichkeiten klug zu nutzen und so neue wertpotenziale zu erschließen

immer mehr gründungsfreudige wagen den schritt in die selbstständigkeit und wollen mit ihrem start up den großen coup landen doch was braucht es um aus einer idee ein erfolgreiches business oder gar ein unicorn zu machen warum klappt es bei einigen und bei anderen nicht gründungsexperte und podcaster bernhard kalhammer liefert in seinem buch alle relevanten hacks neudeutsch kniffe um eine gründung zum erfolg zu führen mit über 20 porträts von etablierten gründern wie michael brehm studivz pia poppenreiter ohlala oder deutschland's bekanntestem pokerexperten jan heitmann bietet das buch anregung tipps und praktische erfahrungsschätze die gründer erzählen in interviews von ihren smartesten erfolgsstrategien besten learnings und entscheidenden aha erlebnissen aber auch von ihren schlimmsten misserfolgen best practice für alle gründer die den schalter richtung erfolg umlegen wollen

oft sind es nur wenige minuten die über die zukunft eines innovativen produkts einer unternehmensidee oder eines investments entscheiden umso wichtiger ist es andere schnell von sich zu überzeugen und die konkurrenz bei der präsentation abzuhängen david beckett liefert in so gewinnt man jeden pitch wirkungsvolle werkzeuge und beispiele um einen perfekten und überzeugenden pitch planen gestalten und präsentieren zu können er zeigt den lesern wie es gelingt die eigene nervosität im zaum zu halten eine starke storyline zu erstellen das richtigen design auszuwählen und ein überzeugendes script für eine präsentation zu erstellen ein praktisches quadratisches buch mit vielen o tönen von unternehmern für alle die restlos überzeugen wollen

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