

The Corporation That Changed The World How The East India Company Shaped The Modern Multi

Visualizing Taste
Reengineering the Corporation
Uber Starbucks Good to Great
Winners Take All Reinventing Giants
Koh-i-Noor The Machine That Changed the World
The New Corporation The Innovator's Dilemma
Jennifer Government Leading Sustainably
Apple Inc We the Corporations: How American Businesses Won Their Civil Rights
The Modern Corporation and Private Property
Leading Change Google The Secure and the Dispossessed
Changing Your Company from the Inside Out
Colossus The Start-up of You The Vanishing American Corporation
Enemy of All Mankind Gangs of America
Toyota The Soul of the Corporation The Corporation That Changed the World
The 100 Best Business Books of All Time
The Anarchy Netflix The East India Company
Merchants of Doubt The Corporation
Southwest Airlines Nike Harley-Davidson
Motor Company Industrial-Strength Denial
Me and White Supremacy A Rule of Property for Bengal

Visualizing Taste

The business world is at an important crossroads. The age of the stakeholder is rapidly superseding that of the shareholder as climate change and political and societal shifts upend years of seeming prosperity. To

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

move past this agitated age, business and society must learn to lead sustainably by putting purpose on equal footing with profit. The first step is understanding what's meant by sustainability and how it offers an opportunity for both business and society. Inspired by the launch of the 2030 United Nations Sustainable Development Goals (SDGs), the book captures the ideas of more than 100 change makers from around the world about how business is putting sustainability at the core of strategy to survive, thrive, and realign its interests with society's. *Leading Sustainably* looks at how sustainability has evolved in a business context, offering powerful insights, key facts, and guidance on building sustainability capability within companies, measuring and managing impact, sustainable finance's transformation, and other topics critical to aligning businesses' central activities with sustainable principles. The book introduces five vignettes profiling best-in-class companies that were sustainable from the start and international case studies on business sustainability efforts, spanning industries from hospitality to waste management, fashion, finance, and more. Finally, Bridges and Eubank provide frameworks and in-depth direction firms can leverage when accelerating their transition to more sustainable business models. The book is a perfect guide for mid-level to senior managers seeking to understand this fast-changing business environment, how to factor sustainability into their decision-making, and why the SDGs changed everything.

Reengineering the Corporation

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

Uber

Assesses Apple's impact on society, technology, processes, and methods; shows how Apple beat the competition in selected markets; details financial results over the years; and, predicts Apple's future prospects and successes. In addition, the author offers special features that include a look at the colourful people associated with Apple, interesting trivia, an Apple time line, a focus on products, and

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

where the company is headed

Starbucks

Offers advice on how to lead an organization into change, including establishing a sense of urgency, developing a vision and strategy, and generating short-term wins.

Good to Great

Documents the troubling influence of a small group of scientists who the author contends misrepresent scientific facts to advance key political and economic agendas, revealing the interests behind their detractions on findings about acid rain, DDT, and other hazards.

Winners Take All

The New York Times and USA Today bestseller! This eye-opening book challenges you to do the essential work of unpacking your biases, and helps white people take action and dismantle the privilege within themselves so that you can stop (often unconsciously) inflicting damage on people of color, and in turn, help other white people do better, too. "Layla Saad is one of the most important and valuable teachers we have right now on the subject of white supremacy and racial injustice."—New York Times bestselling author Elizabeth Gilbert Based on the viral Instagram challenge that captivated participants worldwide, *Me and White Supremacy* takes readers on a 28-day

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

journey, complete with journal prompts, to do the necessary and vital work that can ultimately lead to improving race relations. Updated and expanded from the original workbook (downloaded by nearly 100,000 people), this critical text helps you take the work deeper by adding more historical and cultural contexts, sharing moving stories and anecdotes, and including expanded definitions, examples, and further resources, giving you the language to understand racism, and to dismantle your own biases, whether you are using the book on your own, with a book club, or looking to start family activism in your own home. This book will walk you step-by-step through the work of examining: Examining your own white privilege What allyship really means Anti-blackness, racial stereotypes, and cultural appropriation Changing the way that you view and respond to race How to continue the work to create social change Awareness leads to action, and action leads to change. For readers of *White Fragility*, *White Rage*, *So You Want To Talk About Race*, *The New Jim Crow*, *How to Be an Anti-Racist* and more who are ready to closely examine their own beliefs and biases and do the work it will take to create social change. "Layla Saad moves her readers from their heads into their hearts, and ultimately, into their practice. We won't end white supremacy through an intellectual understanding alone; we must put that understanding into action."—Robin DiAngelo, author of *New York Times* bestseller *White Fragility*

Reinventing Giants

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

A blueprint for thriving in your job and building a career by applying the lessons of Silicon Valley's most innovative entrepreneurs. LinkedIn cofounder and chairman Reid Hoffman and author Ben Casnocha show how to accelerate your career in today's competitive world. The key is to manage your career as if it were a start-up business: a living, breathing, growing start-up of you. Why? Start-ups—and the entrepreneurs who run them—are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. These are the very same skills professionals need to get ahead today. This book isn't about cover letters or resumes. Instead, you will learn the best practices of Silicon Valley start-ups, and how to apply these entrepreneurial strategies to your career. Whether you work for a giant multinational corporation, a small local business, or launching your own venture, you need to know how to:

- * Adapt your career plans as you change, the people around you change, and industries change.
- * Develop a competitive advantage to win the best jobs and opportunities.
- * Strengthen your professional network by building powerful alliances and maintaining a diverse mix of relationships.
- * Find the unique breakout opportunities that massively accelerate career growth.
- * Take proactive risks to become more resilient to industry tsunamis.
- * Tap your network for information and intelligence that help you make smarter decisions.

A revolutionary new guide to thriving in today's fractured world of work, the strategies in this book will help you survive and thrive and achieve your boldest professional ambitions. The

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

Start-Up of You empowers you to become the CEO of your career and take control of your future.

Koh-i-Noor

A landmark exposé and “deeply engaging legal history” of one of the most successful, yet least known, civil rights movements in American history (Washington Post). In a revelatory work praised as “excellent and timely” (New York Times Book Review, front page), Adam Winkler, author of *Gunfight*, once again makes sense of our fraught constitutional history in this incisive portrait of how American businesses seized political power, won “equal rights,” and transformed the Constitution to serve big business. Uncovering the deep roots of *Citizens United*, he repositions that controversial 2010 Supreme Court decision as the capstone of a centuries-old battle for corporate personhood. “Tackling a topic that ought to be at the heart of political debate” (Economist), Winkler surveys more than four hundred years of diverse cases—and the contributions of such legendary legal figures as Daniel Webster, Roger Taney, Lewis Powell, and even Thurgood Marshall—to reveal that “the history of corporate rights is replete with ironies” (Wall Street Journal). *We the Corporations* is an uncompromising work of history to be read for years to come.

The Machine That Changed the World

Big business has been the lever of big change over time in American life, change in economy, society,

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

politics, and the envelope of existence--in work, mores, language, consciousness, and the pace and bite of time. Such is the pattern revealed by this historical mosaic. --From the Preface Weaving historical source material with his own incisive analysis, Jack Beatty traces the rise of the American corporation, from its beginnings in the 17th century through today, illustrating how it has come to loom colossus-like over the economy, society, culture, and politics. Through an imaginative selection of readings made up of historical and contemporary documents, opinion pieces, reportage, biographies, company histories, and scenes from literature, all introduced and explicated by Beatty, *Colossus* makes a convincing case that it is the American corporation that has been, for good and ill, the primary maker and manager of change in modern America. In this anthology, readers are shown how a developing "business civilization" has affected domestic life in America, how labor disputes have embodied a struggle between freedom and fraternity, how corporate leaders have faced the recurring dilemma of balancing fiduciary with social responsibility, and how Silicon Valley and Wall Street have come to dwarf Capitol Hill in pervasiveness of influence. From the slave trade and the transcontinental railroad to the software giants and the multimedia conglomerates, *Colossus* reveals how the corporation emerged as the foundation of representative government in the United States, as the builder of the young nation's public works, as the conqueror of American space, and as the inexhaustible engine of economic growth from the Civil War to today. At the same time, *Colossus* gives perspective to the century-old debate

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

over the corporation's place in the good society. A saga of freedom and domination, success and failure, creativity and conformity, entrepreneurship and monopoly, high purpose and low practice, Colossus is a major historical achievement.

The New Corporation

MAKE YOUR COMPANY A FORCE FOR GOOD You're ambitious. You're not afraid to take risks. You want to bring about positive social change. And while your peers have left a trail of failed start-ups in their wake, you want to initiate change from within an established company, where you can have a more far-reaching, even global impact. Welcome to the club—you're a social intrapreneur. But even with your enviable skill set, your unwavering social conscience, and your determination to change the world, your path to success is filled with challenges. So how do you get started and maintain your momentum? *Changing Your Company from the Inside Out* provides the tools to empower you to jump-start initiatives that matter to you—and that should matter to your company. Drawing on lessons from social movements as well as on the work of successful intrapreneurs, Gerald Davis and Christopher White provide you with a guide for creating positive social change from within your own organization. You'll learn how to answer four key questions:

- When is the right time for change? Learn how to read your organization's climate.
- Why is this a compelling change? Use language and stories to connect your initiative to your organization's mission, strategy, and values.
- Who will make this innovation

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

possible? Identify the decision makers you need to persuade and the potential resisters you need to steer around. • How can you mobilize your supporters to collaborate on your innovation? Use the online and offline tools and platforms that best support your initiative. This book is a road map for intrapreneurs seeking to reshape their companies into drivers of positive change. If you want to spearhead social innovation from within your company, use this book as your guide.

The Innovator's Dilemma

Follow the history of Starbucks on its journey from one local retail store in Seattle to a global chain of coffeehouses found in more than 47 countries around the world. * Offers a number of stimulating sidebars, including Coffee Talk, Word Search, Coffee Quiz, Schultz Time!, and Coffee Recipe * Features a "You Decide" section at the end of each chapter where readers can provide their own responses to issues Starbucks has faced recently * Provides photos of Starbucks headquarters in Seattle, interior shots of the original store, Starbucks baristas, and Starbucks coffee traders in Rwanda * Includes a glossary of coffee-related terms * Outlines a Starbucks timeline from 1971 to 2009, noting major business and product events

Jennifer Government

Named one of 100 Leadership & Success Books to Read in a Lifetime by Amazon Editors A Wall Street

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

Journal and Businessweek bestseller. Named by Fast Company as one of the most influential leadership books in its Leadership Hall of Fame. An innovation classic. From Steve Jobs to Jeff Bezos, Clayton Christensen's work continues to underpin today's most innovative leaders and organizations. The bestselling classic on disruptive innovation, by renowned author Clayton M. Christensen. His work is cited by the world's best-known thought leaders, from Steve Jobs to Malcolm Gladwell. In this classic bestseller—one of the most influential business books of all time—innovation expert Clayton Christensen shows how even the most outstanding companies can do everything right—yet still lose market leadership. Christensen explains why most companies miss out on new waves of innovation. No matter the industry, he says, a successful company with established products will get pushed aside unless managers know how and when to abandon traditional business practices. Offering both successes and failures from leading companies as a guide, *The Innovator's Dilemma* gives you a set of rules for capitalizing on the phenomenon of disruptive innovation. Sharp, cogent, and provocative—and consistently noted as one of the most valuable business ideas of all time—*The Innovator's Dilemma* is the book no manager, leader, or entrepreneur should be without.

Leading Sustainably

The inspiration for the film that won the 2004 Sundance Film Festival Audience Award for Best Documentary, *The Corporation* contends that the

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

corporation is created by law to function much like a psychopathic personality, whose destructive behavior, if unchecked, leads to scandal and ruin. Over the last 150 years the corporation has risen from relative obscurity to become the world's dominant economic institution. Eminent Canadian law professor and legal theorist Joel Bakan contends that today's corporation is a pathological institution, a dangerous possessor of the great power it wields over people and societies. In this revolutionary assessment of the history, character, and globalization of the modern business corporation, Bakan backs his premise with the following observations:

- The corporation's legally defined mandate is to pursue relentlessly and without exception its own economic self-interest, regardless of the harmful consequences it might cause to others.
- The corporation's unbridled self-interest victimizes individuals, society, and, when it goes awry, even shareholders and can cause corporations to self-destruct, as recent Wall Street scandals reveal.
- Governments have freed the corporation, despite its flawed character, from legal constraints through deregulation and granted it ever greater authority over society through privatization. But Bakan believes change is possible and he outlines a far-reaching program of achievable reforms through legal regulation and democratic control. Featuring in-depth interviews with such wide-ranging figures as Nobel Prize winner Milton Friedman, business guru Peter Drucker, and cultural critic Noam Chomsky, *The Corporation* is an extraordinary work that will educate and enlighten students, CEOs, whistle-blowers, power brokers, pawns, pundits, and politicians alike.

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi **Apple Inc**

Presents a history of the Internet company, discussing the lives of its founders, its development of a superior search engine, and the innovative way it has used ads, mapping, geographical imagery, and digital books to achieve its success.

We the Corporations: How American Businesses Won Their Civil Rights

Toyota now sets the standard for quality, innovation, and mass market appeal in the worldwide market for automobile. Here's how they did it.

The Modern Corporation and Private Property

From the internationally acclaimed and bestselling historians William Dalrymple and Anita Anand, the first comprehensive and authoritative history of the Koh-i-Noor diamond, arguably the most celebrated jewel in the world. On March 29, 1849, the ten-year-old leader of the Sikh kingdom of the Punjab was ushered into the magnificent Mirrored Hall at the center of the British fort in Lahore, India. There, in a formal Act of Submission, the frightened but dignified child handed over to the British East India Company swathes of the richest land in India and the single most valuable object in the subcontinent: the celebrated Koh-i-Noor diamond, otherwise known as the Mountain of Light. To celebrate the acquisition, the British East India Company commissioned a

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

history of the diamond woven together from the gossip of the Delhi Bazaars. From that moment forward, the Koh-i-Noor became the most famous and mythological diamond in history, with thousands of people coming to see it at the 1851 Great Exhibition and still more thousands repeating the largely fictitious account of its passage through history. Using original eyewitness accounts and chronicles never before translated into English, Dalrymple and Anand trace the true history of the diamond and disperse the myths and fantastic tales that have long surrounded this awe-inspiring jewel. The resulting history of south and central Asia tells a true tale of greed, conquest, murder, torture, colonialism, and appropriation that shaped a continent and the Koh-i-Noor itself.

Leading Change

Uber is one of the most innovative companies of our time. This book provides a detailed analysis of the company and its success, beyond the headlines about safety and culture. Americans are so accustomed to using Uber today that the name of the innovative ride-sharing company has almost become a verb, as in "to Uber" somewhere, and yet Uber has been around only since 2010. In less than a decade, Uber has disrupted the ride-hailing industry, from making it easier and more affordable to become an Uber driver than a cab driver to rating riders as well as drivers. As an early pioneer in using technology to create a new business model and new efficiencies, Uber is considered one of the most important case studies in the sharing economy. However, little in-depth information exists

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

on this innovative company. This book traces Uber's origin and evolution in the face of competitive pressures, discusses the company leadership and corporate culture, addresses such controversies as rider and driver safety and sexual harassment of female employees, and explores how the company is addressing these challenges. Students of business, entrepreneurs, and anyone interested in the development and exponential growth of the sharing economy will benefit from reading this book. Provides key insights into the inner workings of the Sharing Economy Delivers a comprehensive overview of Uber's technological innovations, global expansion, and business model Explores the leadership challenges faced by founder Travis Kalanick Reveals how the company has addressed reports of a sexist corporate culture

Google

The New York Times bestselling, groundbreaking investigation of how the global elite's efforts to "change the world" preserve the status quo and obscure their role in causing the problems they later seek to solve. An essential read for understanding some of the egregious abuses of power that dominate today's news. Former New York Times columnist Anand Giridharadas takes us into the inner sanctums of a new gilded age, where the rich and powerful fight for equality and justice any way they can--except ways that threaten the social order and their position atop it. We see how they rebrand themselves as saviors of the poor; how they lavishly reward "thought

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

leaders" who redefine "change" in winner-friendly ways; and how they constantly seek to do more good, but never less harm. We hear the limousine confessions of a celebrated foundation boss; witness an American president hem and haw about his plutocratic benefactors; and attend a cruise-ship conference where entrepreneurs celebrate their own self-interested magnanimity. Giridharadas asks hard questions: Why, for example, should our gravest problems be solved by the unelected upper crust instead of the public institutions it erodes by lobbying and dodging taxes? He also points toward an answer: Rather than rely on scraps from the winners, we must take on the grueling democratic work of building more robust, egalitarian institutions and truly changing the world. A call to action for elites and everyday citizens alike.

The Secure and the Dispossessed

"How did a single manhunt spark the modern era of multinational capitalism? Henry Avery was the seventeenth century's most notorious pirate. The press published wildly popular--and wildly inaccurate--reports of his nefarious adventures. The British government offered enormous bounties for his capture, alive or (preferably) dead. But Steven Johnson argues that Avery's most lasting legacy was his inadvertent triggering of a new model for the global economy. *Enemy of All Mankind* focuses on one key event--the attack of an Indian treasure ship by Avery and his crew--and its surprising repercussions across time and space. Johnson uses the

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

extraordinary story of Henry Avery and his crimes to explore the emergence of the modern global marketplace: a densely interconnected planet ruled by nations and corporations. Like the bestselling *How We Got To Now* and *The Ghost Map*, *Enemy of All Mankind* crosses disciplinary boundaries to recount its history: the chemistry behind the invention of gunpowder; the innovations in navigation that enabled the age of exploration; the cultural history of pirates; the biographical history of Avery and his crew; the rise of the Moghul dynasty; and the commercial ambition of the East India Company. In this compelling work of history and ideas, Johnson deftly traces the path from a single struck match to a global conflagration"--

Changing Your Company from the Inside Out

When James Womack, Daniel Jones, and Daniel Roos wrote *THE MACHINE THAT CHANGED THE WORLD* in 1990, Japanese automakers, and Toyota in particular, were making a strong showing by applying the principles of lean production. However, the full power of lean principles was unproven, and they had not been applied outside of the auto industry. Today, the power of lean production has been conclusively proved by Toyota's unparalleled success, and the concepts have been widely applied in many industries. Based on MIT's pioneering global study of industrial competition, *THE MACHINE THAT CHANGED THE WORLD* offers a groundbreaking analysis of the entire lean business system, including product

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

development, supplier management, sales, service, and production - an analysis even more relevant today as GM and Ford struggle to survive and a wide range of British and American companies embrace lean production. A new Foreword by the authors brings the story up to date and details how their predictions were right. As a result, this reissue of a classic is as insightful and instructive today as when it was first published.

Colossus

While the world's scientists and many of its inhabitants despair at the impact of climate change, corporate and military leaders see nothing but opportunities. For them, melting ice caps mean newly accessible fossil fuels, borders to be secured from 'climate refugees', social conflicts to be managed and more failed states in which to intervene. They are 'securing' their assets at the expense of the planet and its inhabitants. *The Secure and the Dispossessed* looks at these deadly approaches with a critical eye. It also considers the flip-side: that the legitimacy of the elite is under unprecedented pressure - from resistance by communities to resource grabs to those creating new ecological and socially just models for managing our energy, food and water. Topics covered include geoengineering, militarism, refugee protection, greenwashing and the agricultural crisis among others. Adaptation and resilience to a climate-changed world is desperately needed, but the form it will take will affect all of our futures.

The Start-up of You

Harley-Davidson sets the standard for making great motorcycles--and showing people how to enjoy them. Here's its story.

The Vanishing American Corporation

Enemy of All Mankind

“As Emerson said that an institution is the ‘extended shadow’ of a person, Bouchikhi and Kimberly fluidly blend the personal and enterprise-wide perspectives of professional identity to yield both powerful insights and priceless practical tools. Most management books look at the decision maker or at the decision making context. This important book embraces both while eschewing the clichés of corporate culture guidebooks. Anchored in decades of research, compelling current business sagas, and familiar everyday challenges, *The Soul of the Corporation* uniquely conveys the inextricably intertwined nature of the symbolic and substantive roles of leadership.” Jeffrey Sonnenfeld, Senior Associate Dean, Lester Crown Professor of Management, Yale School of Management, and coauthor of *Firing Back: How Great Leaders Rebound from Career Disasters* “In a world of continuous flux and accelerating change, one’s sense of identity becomes more crucial than ever for companies, no less than individuals. In *The Soul of the Corporation*, Bouchikhi and Kimberly take us on a journey into the

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

psychological world of corporate identity and explore the importance of companies knowing who they are, both in relation to their inner-workings and the outside world. This trailblazing book will prove invaluable to management in their quest to define the essence of their corporate identity.” Jeremy Rifkin, President of the Foundation on Economic Trends in Washington, author of *The End of Work*, *The Age of Access*, and *The Hydrogen Economy* “Identity is one of the most fundamental yet least understood determinants of organizational outcomes. Bouchikhi and Kimberly’s book provides a fresh and provocative point of view of the determinants of organizational identity as well as research-based insights on how to shift identity over time. This book will be important to both scholars of organizational evolution as well as managers involved in leading change.” Michael Tushman, Paul R. Lawrence Class of 1942 Professor of Business at the Harvard Business School “A strong Identity is a major asset for a firm, as this book so convincingly illustrates. To manage the Identity (the I*Dimension) is perhaps the most critical top leadership function today. The authors show us how to do this—a must read!” Dr. Peter Lorange, IMD President, *The Nestlé Professor Understand, Control, and Leverage Your Company’s #1 Asset: Its Unique Identity* We live in a new Age of Identity, in which your employees, customers, investors, and other stakeholders care about who you really are. More than ever, your company’s identity will shape the results it can achieve. *The Soul of the Corporation* will help you clearly understand your company’s identity, and then take control of it and leverage it for long-term adaptation and success. Drawing on real-life

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

stories from the world's most prominent companies, the authors show how identity can be an extraordinarily valuable asset—and how, if not properly managed, it can become a huge liability. Discover how your firm's identity is related to—and different from—its organizational culture, brand positioning, and reputation. Learn how to diagnose and manage the often unconscious shared beliefs that constitute your company's soul...how to face the enormous identity challenges that arise in mergers, alliances, spin-offs, and the creation of new brands...and above all, how to lead and inspire in this new Age of Identity.

- Master your company's "I*Dimension" New tools for leveraging identity for competitive advantage
- Manage the tensions that shape your company's identity Convergent vs. divergent, internal vs. external, designed vs. emergent, sameness vs. uniqueness
- Overcome the dark, dysfunctional side of identity Minimize narcissism, conflict, drift, and fragmentation
- Protect what's precious, change what needs to change

Managing identity through M&As, spin-offs, alliances, and unrelenting change

Gangs of America

Toyota

THE TOP 5 SUNDAY TIMES BESTSELLER ONE OF BARACK OBAMA'S BEST BOOKS OF 2019 THE TIMES HISTORY BOOK OF THE YEAR FINALIST FOR THE CUNDILL HISTORY PRIZE 2020 LONGLISTED FOR THE

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

BAILLIE GIFFORD PRIZE FOR NON-FICTION 2019 A FINANCIAL TIMES, OBSERVER, DAILY TELEGRAPH, WALL STREET JOURNAL AND TIMES BOOK OF THE YEAR 'Dalrymple is a superb historian with a visceral understanding of India A book of beauty' - Gerard DeGroot, The Times In August 1765 the East India Company defeated the young Mughal emperor and forced him to establish a new administration in his richest provinces. Run by English merchants who collected taxes using a ruthless private army, this new regime saw the East India Company transform itself from an international trading corporation into something much more unusual: an aggressive colonial power in the guise of a multinational business. William Dalrymple tells the remarkable story of the East India Company as it has never been told before, unfolding a timely cautionary tale of the first global corporate power.

The Soul of the Corporation

Netflix has become an industry-leading giant in the realm of streaming media services. This book takes a closer look at the company's creation, evolution, and domination of the on-demand video market. Traces the history and evolution of a billion-dollar company with global reach Explores how Netflix revolutionized video streaming and original content development Examines the impact Netflix has had on traditional television outlets and how it has created the cultural phenomenon of binge-watching Speculates on Netflix's future trajectory and business prospects

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

The Corporation That Changed the World

The most successful business book of the last decade, *Reengineering the Corporation* is the pioneering work on the most important topic in business today: achieving dramatic performance improvements. This book leads readers through the radical redesign of a company's processes, organization, and culture to achieve a quantum leap in performance. Michael Hammer and James Champy have updated and revised their milestone work for the New Economy they helped to create -- promising to help corporations save hundreds of millions of dollars more, raise their customer satisfaction still higher, and grow ever more nimble in the years to come.

The 100 Best Business Books of All Time

The English East India Company was the mother of the modern multinational. Its trading empire encircled the globe, importing Asian luxuries such as spices, textiles, and teas. But it also conquered much of India with its private army and broke open China's markets with opium. The Company's practices shocked its contemporaries and still reverberate today. *The Corporation That Changed the World* is the first book to reveal the Company's enduring legacy as a corporation. This expanded edition explores how the four forces of scale, technology, finance, and regulation drove its spectacular rise and fall. For decades, the Company was simply too big to fail, and stock market bubbles, famines, drug-running, and even duels between rival executives are to be found

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

in this new account. For Robins, the Company's story provides vital lessons on both the role of corporations in world history and the steps required to make global business accountable today.

The Anarchy

This groundbreaking study examines how the East India Company founded an empire in India at the same time it started losing ground in business. For over 200 years, the Company's vast business network had spanned Persia, India, China, Indonesia and North America. But in the late 1700s, its career took a dramatic turn, and it ended up being an empire builder. In this fascinating account, Tirthankar Roy reveals how the Company's trade with India changed it—and how the Company changed Indian business. Fitting together many pieces of a vast jigsaw puzzle, the book explores how politics meshed so closely with the conduct of business then, and what that tells us about doing business now. 'One of the first major attempts to tell the company's story from an Indian business perspective'—Financial Express

Netflix

Ai Hisano reveals how the food industry capitalized on color, fashioning a visual vocabulary that shapes what we think of the food we eat. Our perceptions of what food should look like have changed dramatically as scientists, farmers, food processors, regulators, and marketers established a new, and highly engineered, version of the "natural."

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

The East India Company

It may be hard to believe in an era of Walmart, Citizens United, and the Koch brothers, but corporations are on the decline. The number of American companies listed on the stock market dropped by half between 1996 and 2012. In recent years we've seen some of the most storied corporations go bankrupt (General Motors, Chrysler, Eastman Kodak) or disappear entirely (Bethlehem Steel, Lehman Brothers, Borders). Gerald Davis argues this is a root cause of the income inequality and social instability we face today. Corporations were once an integral part of building the middle class. He points out that in their heyday they offered millions of people lifetime employment, a stable career path, health insurance, and retirement pensions. They were like small private welfare states. The businesses that are replacing them will not fill the same role. For one thing, they employ far fewer people—the combined global workforces of Facebook, Yelp, Zynga, LinkedIn, Zillow, Tableau, Zulily, and Box are smaller than the number of people who lost their jobs when Circuit City was liquidated in 2009. And in the “sharing economy,” companies have no obligation to most of the people who work for them—at the end of 2014 Uber had over 160,000 “driver-partners” in the United States but recognized only about 2,000 people as actual employees. Davis tracks the rise of the large American corporation and the economic, social, and technological developments that have led to its decline. The future could see either increasing economic polarization, as careers turn into jobs and

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

jobs turn into tasks, or a more democratic economy built from the grass roots. It's up to us.

Merchants of Doubt

"A very important book, an arresting study directed to a central issue of the times." —Noam Chomsky From the author of *The Corporation: The Pathological Pursuit of Profit and Power* comes this deeply informed and unflinching look at the way corporations have slyly rebranded themselves as socially conscious entities ready to tackle society's problems, while CEO compensation soars, income inequality is at all-time highs, and democracy sits in a precarious situation. Over the last decade and a half, business leaders have been calling for a new kind of capitalism. With income inequality soaring, wages stagnating, and a climate crisis escalating, they realized that they had to make social and environmental values the very core of their messaging. There is just one small problem with their new conscientious pitch: corporations are still, first and foremost, concerned with their bottom-line. In lucid and engaging prose, Joel Bakan lays bare a litany of dangerous corporate actions and documents how increasing corporate freedom encroaches on individual liberty and democracy. Through deep research and interviews with both top executives and their sharpest critics, he exposes the inhumanity and destructive force of the current order—profit-driven privatization subverting the public good, business-pressured governments neglecting duties to protect the environment and citizens' rights, the increasing alienation we

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

experience as every aspect of life is economized, and how the novel Coronavirus pandemic reveals the unjust fault lines of our corporate-led society. Beyond diagnosing major problems, in *The New Corporation* Bakan narrates a hopeful path forward. He reveals how citizens around the world are fighting back and making gains in ways that bolster democracy and benefit ordinary citizens rather than the corporate elite.

The Corporation

A compelling profile of an emerging Chinese competitor Chinese firms are reinventing their business models, their corporate cultures, and themselves, becoming global competitors who increasingly offer knowledge rather than cheap labour in their quest to join the ranks of the "world's best" companies. This book offers a compelling profile of the most ambitious of these emerging Chinese competitors, the Haier Corporation (the world's largest manufacturer of home appliances), and shares insights on how one organization has repeatedly reinvented its business model and corporate culture in an effort to sustain its success. *Reinventing Giants* provides an exclusive look within the Haier Corporation and shows how managerial accountability and responsibility have been repositioned at every level of the organization, with the core value of market-centricity, while aligning strategy on each level of management. It includes actual work reports that show this process in detail from the ground up. The authors emphasize how a belief in the liberation of

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

employee talent has consistently been the driving force underlying Haier's success. Includes the remarkable story of Haier's turnaround and how these lessons can be applied to other organizations. Contains information for any company grappling with competition in the global marketplace. Shows how to liberate employees' talent to drive business success. Written by Bill Fischer, Professor of Innovation Management at IMD in Switzerland, Umberto Lago, Professor of Management at Bologna University, Italy, and Fang Liu, Research Associate of IMD. Reinventing Giants helps global managers rethink their own business models and accompanying corporate cultures in order to be able to apply Haier's lessons directly to their own organizations.

Southwest Airlines

Using the words of its own people, this intriguing book provides an in-depth look at the incredibly successful airline that changed the rules of the game with a no-frills business model and innovative corporate culture.

- Includes interviews with passengers, employees, managers, and a Southwest Airlines executive
- Presents photos of people and places at Southwest Airlines

Nike

The corporation has become the core institution of the modern world. Designed to seek profit and power, it has pursued both with endless tenacity, steadily bending the framework of law and even challenging

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

the sovereign status of the state. Where did the corporation come from? How did it get so much power? What is its ultimate trajectory? After he sold his successful computer book publishing business to a large corporation, Ted Nace felt increasingly driven to find answers to these questions. In *Gangs of America* he details the rise of corporate power in America through a series of fascinating stories, each organized around a different facet of the central question: "How did corporations get more rights than people?" Beginning with the origin of the corporation in medieval Great Britain, Nace traces both the events that shaped the evolution of corporate power and the colorful personalities who played major roles. *Gangs of America* is a uniquely accessible synthesis of the latest scholarly research, a compelling historical narrative, and a distinctive personal voice.

Harley-Davidson Motor Company

"A Good Business Book offers a ton of value for less than thirty dollars and a few hours of attention. And a great business book can change your life. It's not easy to find those gems, though, in the endless stream of new books. Jack Covert, Todd Sattersten, and Sally Halderson, with a combined sixty years in the business book industry, have made it their job to be that filter. They've taken on the ultimate challenge - to reread the classics the bestsellers, and the sleepers and choose the hundred most relevant, most revealing, most useful books in business history. Now updated with five new reviews, *The 100 Best Business Books of All Time* highlights important takeaways and

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

puts each book in context so that you can quickly find solutions to your current situation. At the end of each review, you'll find recommendations for other books (both inside and outside the top 100) that you should read next. Sprinkled throughout are sidebars that take you beyond business books to movies, novels, and children's books. You'll find a fresh look at classics such as *Good to Great*, *The Essential Drucker*, and *The Tipping Point*, as well as recommendations that might surprise you. For instance- - Turn to page 16 for BrenU Brown's words of inspiration. - Turn to page 34 to find out why Dr. Seuss isn't just for kids. - Turn to page 248 to learn Eric Ries's groundbreaking approach to entrepreneurship. The 100 Best will help anyone, from entry-level worker to CEO, cut through the clutter and discover the business books that are truly worth their time. www.100bestbiz.com"

Industrial-Strength Denial

A wickedly satirical and outrageous thriller about globalization and marketing hype, *Jennifer Government* is the best novel in the world ever. "Funny and clever. A kind of ad-world version of *Dr. Strangelove*. [Barry] unleashes enough wit and surprise to make his story a total blast." --The New York Times Book Review "Wicked and wonderful. [It] does just about everything right. Fast-moving, funny, involving." --The Washington Post Book World Taxation has been abolished, the government has been privatized, and employees take the surname of the company they work for. It's a brave new corporate world, but you don't want to be caught without a

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi-

platinum credit card--as lowly Merchandising Officer Hack Nike is about to find out. Trapped into building street cred for a new line of \$2500 sneakers by shooting customers, Hack attracts the barcode-tattooed eye of the legendary Jennifer Government. A stressed-out single mom, corporate watchdog, and government agent who has to rustle up funding before she's allowed to fight crime, Jennifer Government is holding a closing down sale--and everything must go.

Me and White Supremacy

This compelling book provides a comprehensive examination of Nike, utilizing never-before-heard interviews with top sports celebrities and the informed perspectives of marketing gurus to explain why Nike has ruled the sports world for more than four decades. • Contains one-on-one interviews with star athletes, coaches, marketing experts, and business executives that showcase the power and influence of Nike • Provides a vivid chronology depicting the company's modest beginnings, the creation of its early technology, the birth of memorable advertising campaigns, endorsement deals with sports celebrities, controversy about child labor allegations, noteworthy recognition for supporting social and environmental causes, and Nike's future • Includes photographs of Nike co-founders Bill Bowerman and Phil Knight, as well as Nike-sponsored athletes such as Deion Sanders, Bo Jackson, Michael Jordan, John McEnroe, Serena Williams, Didier Drogba, Lance Armstrong, and Tiger

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

Woods • A helpful index makes it easy to locate celebrities' comments within the text and to track the many Nike technologies used since the company's inception

A Rule of Property for Bengal

How corporate denial harms our world and continues to threaten our future. Corporations faced with proof that they are hurting people or the planet have a long history of denying evidence, blaming victims, complaining of witch hunts, attacking their critics' motives, and otherwise rationalizing their harmful activities. Denial campaigns have let corporations continue dangerous practices that cause widespread suffering, death, and environmental destruction. And, by undermining social trust in science and government, corporate denial has made it harder for our democracy to function. Barbara Freese, an environmental attorney, confronted corporate denial years ago when cross-examining coal industry witnesses who were disputing the science of climate change. She set out to discover how far from reality corporate denial had led society in the past and what damage it had done. Her resulting, deeply-researched book is an epic tour through eight campaigns of denial waged by industries defending the slave trade, radium consumption, unsafe cars, leaded gasoline, ozone-destroying chemicals, tobacco, the investment products that caused the financial crisis, and the fossil fuels destabilizing our climate. Some of the denials are appalling (slave ships are festive). Some are absurd (nicotine is not addictive). Some are

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

dangerously comforting (natural systems prevent ozone depletion). Together they reveal much about the group dynamics of delusion and deception. Industrial-Strength Denial delves into the larger social dramas surrounding these denials, including how people outside the industries fought back using evidence and the tools of democracy. It also explores what it is about the corporation itself that reliably promotes such denial, drawing on psychological research into how cognition and morality are altered by tribalism, power, conflict, anonymity, social norms, market ideology, and of course, money. Industrial-Strength Denial warns that the corporate form gives people tremendous power to inadvertently cause harm while making it especially hard for them to recognize and feel responsible for that harm.

File Type PDF The Corporation That Changed The World How The East India Company Shaped The Modern Multi

[ROMANCE](#) [ACTION & ADVENTURE](#) [MYSTERY & THRILLER](#) [BIOGRAPHIES & HISTORY](#) [CHILDREN'S](#) [YOUNG ADULT](#) [FANTASY](#) [HISTORICAL FICTION](#) [HORROR](#) [LITERARY FICTION](#) [NON-FICTION](#) [SCIENCE FICTION](#)