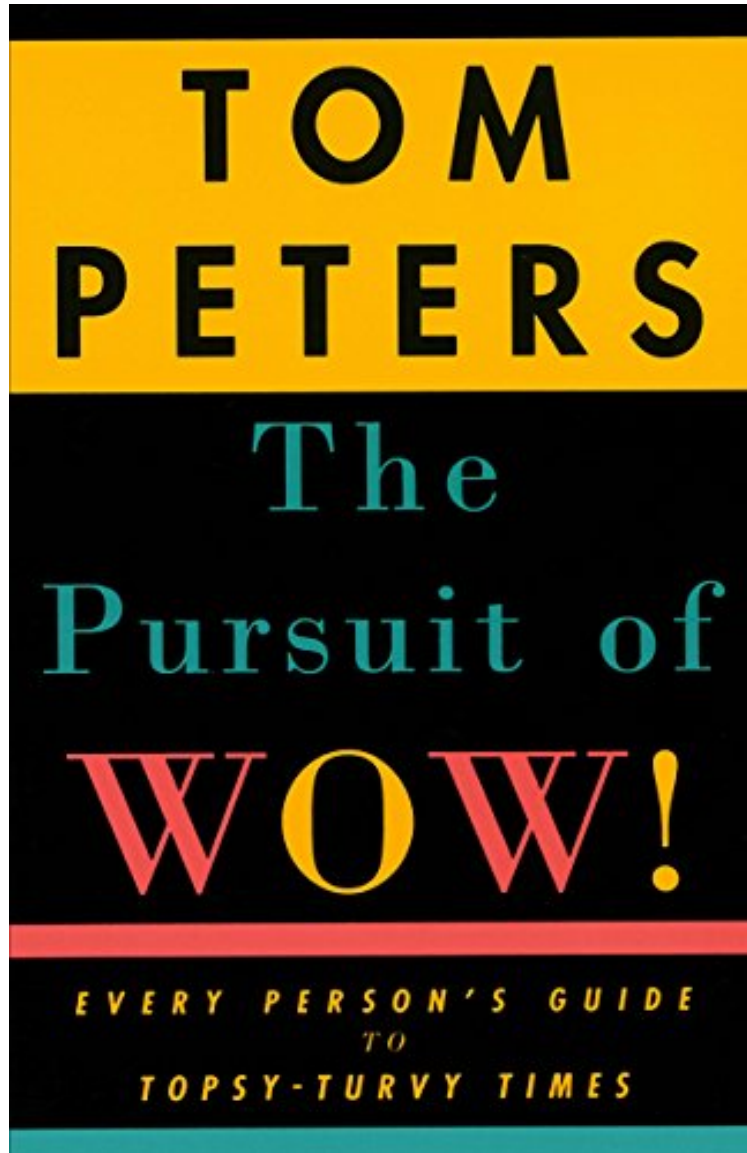


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The Pursuit of Wow!: Every Person's Guide to Topsy-Turvy Times

Tom Peters

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Tom Peters : The Pursuit of Wow!: Every Person's Guide to Topsy-Turvy Times before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Pursuit of Wow!: Every Person's Guide to Topsy-Turvy Times:

0 of 0 people found the following review helpful. A seminal volume on management strategy; a must-read for anyone in any/every level of management. By MattOne of the most highly influential business books I have ever read (and I have read many). This seminal volume is (only slightly) dated now, but the ideas and philosophies in it are still pure gold. This should be required reading in the first semester of every MBA program (in fact, I understand it is in a few).

As a strategic planning consultant (not my primary career--I do it purely for fun; I am a psychotherapist), I often ask my clients to read this. It is of immense value for entrepreneurs and management, as well as anyone hoping to be promoted into management. If you want to lead, this is a great place to start building that skill set. 0 of 0 people found the following review helpful. 210 Tips Tricks and Observations on WowBy Edward J. BartonTom Peters is one of the high priests of the 21st Century Business Revolution. This book, now nearly 20 years old, contains still relevant observations on developing your career, leadership, learning and education, management foibles, globalization, innovation, diversity, competition and many other elements of business and life that seemingly struck Peters while he was writing. The approach of the book itself is a little offbeat, with Peters' common approach of multi-font typesets, photos, quotes and interviews, off the wall comments and seemingly random or disjointed observations. This book, unlike some of his others, suffers a bit from this randomization, and the readability is impacted somewhat. The content, however, once you get past the organization of the book, is top shelf. The observations Peters made 20 years ago held up to the test of time, particularly his globalization observations on Malaysia and India (though he missed the mark on Indonesia and China). By standing the test of time well, and with the benefit of 20/20 hindsight, it gives the book greater gravitas for those elements that you may need to or want to put into practice in your own life, career or business. It also adds credence to Peters more recent works. This book should be on the reading list of any manager who is looking to move beyond average and pursue a "wow" career. 0 of 0 people found the following review helpful. Must BUY If You Manage PeopleBy Lawrence MitchellOne of the best books I have read!

Organized into more than 200 thought- and action-provoking elements;from the importance of clean trucks and bathrooms to conversations with entrepreneurs creating new markets;Tom Peters, bestselling management guru offers a practical guide to impractical times. In The Pursuit of Wow!, Tom Peters offers readers the words, the tools, to survive in tumultuous business environments. In his groundbreaking book, In Search of Excellence changed the way business does business. Now it's time to take the next leap into the cyberstage era. Getting to a place called excellence is no longer the idea. You've got to take that leap, then leap again;catapult their imaginations, blow their minds;in a word, wow! them. Once more the unconventional Peters stimulates corporate thought processes. Along with the best of his columns, Peters includes questions and rebuttals that come from readers and listeners, as well as his own candid responses. A must-read for every business person.