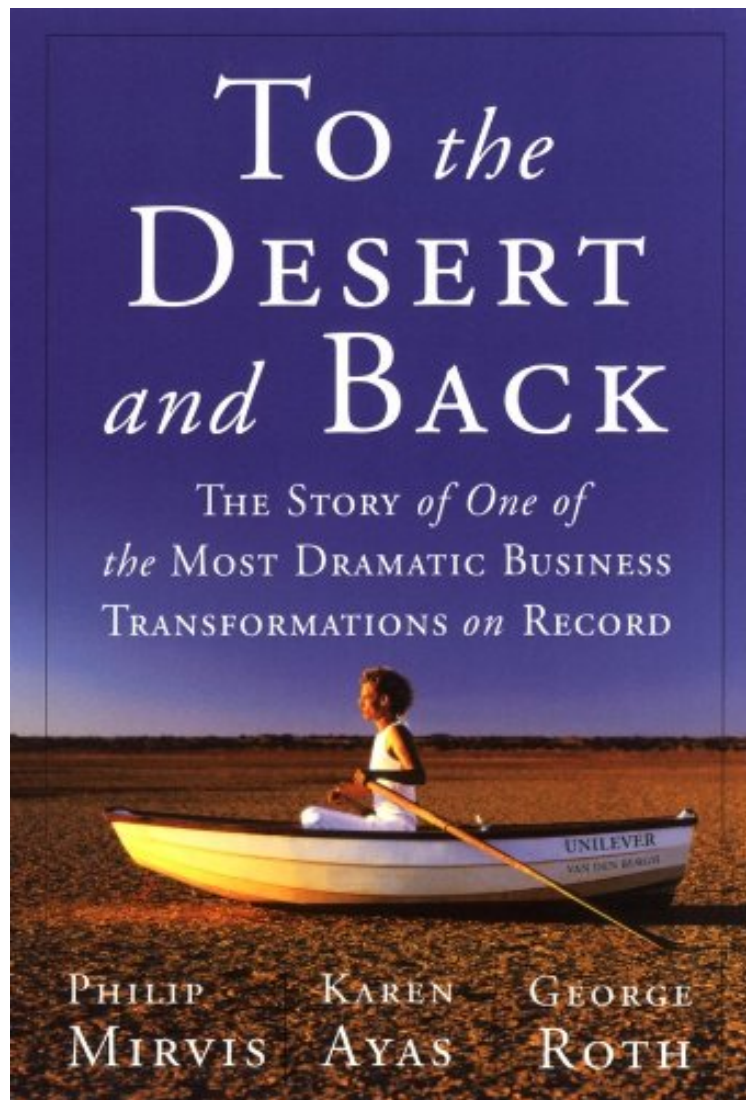


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To the Desert and Back: The Story of One of the Most Dramatic Business Transformations on Record

Philip H. Mirvis, Karen Ayas, George Roth
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Philip H. Mirvis, Karen Ayas, George Roth : To the Desert and Back: The Story of One of the Most Dramatic Business Transformations on Record before purchasing it in order to gauge whether or not it would be worth my time, and all praised To the Desert and Back: The Story of One of the Most Dramatic Business Transformations on Record:

0 of 0 people found the following review helpful. Engrossing and compelling case study of corporate change By David Winkelmann Valuable real-world reference points, stories, perspective for anyone in the field of business or personal

transformation. Engrossing blow-by-blow detailed story-telling which makes often abstract concepts come to life. 1 of 2 people found the following review helpful. great story but not well written By customer amazing, real life story but the way it is written up does not do the story much service - it does not go deep enough and it has not much flow 1 of 2 people found the following review helpful. An engaging narrative By Tojo Thatchenkery Most books on change management describe concepts and principles with some examples. This one went several steps further and provided me with a story that was rich in details and lessons learned. I could appreciate the nuance and subtleties involved in change and transformation because of the fineness with which the business case was narrated. The authors should be commended for unraveling for the benefit of both business and non-business readers what goes on at the top management and various levels in a mammoth organization as it tries to change with the times.

Dove, Lipton, Knorr, Ben Jerry's, and Slim*Fast are a few of the brands that are part of the \$66 billion global empire known as Unilever. When the story opens, one of its divisions is in deep trouble—declining volume, eroding margins, critical quality problems—and is close to being sold off. Then Tex Gunning, its visionary new division chairman, takes the stage, an expanding circle of young leaders takes charge, and once-skeptical workers embrace a challenging message of growth. The result? The division grows by double digits, year in and year out, and energizes Unilever's path to thrive around the globe. *To the Desert and Back* tells the inside story of the transformation in the words of the people in all quarters of the company who made it happen. It documents five years of personal soul-searching, teamwork, companywide learning conferences, memorable journeys to the mountains and desert, and inspired promotions that show how these efforts produced a remarkable top-to-bottom turnaround. This story delivers authentic and convincing proof that a revitalized business is about personal growth. The lessons learned from this dramatic business turnaround provide unexpected insights and encouraging inspiration for other companies and leaders ready to embark on their own remarkable journey of transformation, growth, and success.