CONTENTS

Preface vii

Chapter 1
Winning with Ideas 1
How Business Ideas Are Linked to Business Success

Chapter 2
The Idea Practitioners 21
Who Introduces Ideas to Organizations?

Chapter 3
Ideas at Work 49
It's the Content That Counts

Chapter 4
The Guide to Gurus 69
Where Good Management Ideas Come From
Chapter 5
  Market Savvy  97
  How Ideas Interact with Markets

Chapter 6
  Will It Fit?  123
  Find Ideas That Fit Your Organization . . . Then Sell Them

Chapter 7
  The Reengineering Tsunami  155
  A Case Story of an Idea That Became a Tidal Wave

Chapter 8
  Knowledge Management  179
  A Case Story of a “P Cycle” Movement

Chapter 9
  Idea-Based Leadership  195
  How Can Your Organization Lead with Ideas?

Appendix A
  A Select Survey of Business and
  Management Ideas  215

Appendix B
  The Idea Practitioners  217

Appendix C
  The Top Two Hundred Business Gurus  219

Notes  223

Index  231

About the Authors  241