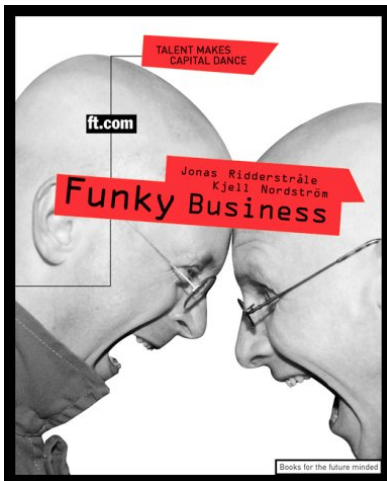


[PDF] Funky Business: Talent Makes Capital Dance

Jonas Ridderstrale, Kjell Nordström - pdf download free book



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Description:

Oh dear. A book called *Funky Business* by two Swedish academics. At first glance, it has all the allure of Benny and Bjorn's (from Abba) sadly never-released concept album about life as a middle manager in a multinational conglomerate. There is something earnestly hip about the way Kjell Nordström and Jonas Ridderstråle of the Stockholm School of Economics present themselves. "They do gigs not seminars. These gigs sell out. They have shaved heads and wear black," says the blurb.

But that's what makes *Funky Business* worth reading. It's not so much the novelty of the authors' argument, which boils down to the notion that in an oversupplied world, ideas are what separate successful companies and individuals from failures. Rather, it's the vitality of their argument and the rhythm of their language that make their ideas so compelling. "Traditional roles, jobs, skills, ways of doing things, insights, strategies, aspirations, fears, and expectations no longer count. In this environment,

we cannot have business as usual. We need business as unusual. We need different business. We need innovative business. We need unpredictable business. We need surprising business. We need funky business."

The book, which is almost a virtuoso display of rhetoric and intellectual power, bursts at the seams with the force of its argument and the weight of its colorful evidence. Sources quoted range from the pope to the British band the Prodigy. Funky, Inc., they say, "isn't like any other company. It is not a dull, old conglomerate. It is not a rigid bureaucracy. It is an organization that actually thrives on the changing circumstances and unpredictability of our times."

This is great entertainment. But the slick veneer does not invalidate the way the book pulls together many existing strands of thought about how business is developing and evokes a coherent and intriguing vision of a future whose main feature will be incoherence.

This really is one for the whole family. Or at least those old enough to have a job. -
-Alex Benady

Review "Funky Business is the antidote to bland writing and bland thinking." Tom Peters "Could barely, literally put down, Funky Business." Warren Bennis "The gospel of the new thinking is Funky Business"" - "Industry Standard" "It's the best un-businesslike business book I have ever read ...Funky Business is less of a business handbook and more of a religion. It should be treated like a chain letter - read it and pass it onto 10 other people." (or even better, tell 10 other people to buy it) ... This book should carry a government health warning: Read with care - this book will seriously blow your mind. Go on, read it, be a devil - after all, you only live once." - "Human Resources" ""Funky Business is a better book than most novels but it is not for bedtime. It will jerk you out of your complacency and make you question your very existence. It will transform your brain"." - Customer Management" "This is the New Economy's Killer Book!" Some say they can't put a certain book down. This one I had to - regularly - in order to recover from the impact of the statement I had just read. I'm in the Internet business and thought I understood plenty about the New Economy. But this book didn't just open my eyes, it ripped them out and tossed them high in the sky!"Rich Preece aus Hamburg, Germany, Amazon Customer Services "Funky Business - the groovy bible of modern business philosophy" Red magazine "You know when Time magazine trumps the rebirth of design on its front cover that something's up. You know too that the world of "boring is best commerce" is taking note of change when books like Jonas Ridderstrale and Kjell Nordstrom's Funky Business hits the best-seller lists."Viewpoint magazine

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Items related to Funky Business: Talent Makes Capital Dance. Jonas Ridderstrale; Kjelle A. Nordstrom Funky Business: Talent Makes Capital Dance. ISBN 13: 9780273659075. Funky Business: Talent Makes Capital Dance. Jonas Ridderstrale; Kjelle A. Nordstrom. 3.88 avg rating. In the best-selling Funky Business Kjell Nordstrom and Jonas Ridderstrale launch a manifesto for difference in business. Move it. In 1995, 1000 new soft drinks were launched on the Japanese market. Funky Business book. Read 49 reviews from the world's largest community for readers. Karl Marx was right. The workers do control the means of production. Goodreads helps you keep track of books you want to read. Start by marking Funky Business: Talent Makes Capital Dance as Want to Read: Want to Read saving. Business as usual? FUNK THAT "The gospel of the new thinking is Funky Business" - Industry Standard "Funky Business is a better book than most novels but it is not for bedtime. It will jerk you out of your complacency and make you question your very existence. It will transform your brain." - Customer Management " the duo launch into a powerful critique of new business realities. It will move markets and it will make capital dance. Only talent will allow you to be unique, to escape business as usual. In this world we need business as unusual. We need innovative business. "Funky" for these Swedish management thinkers is the opposite of traditional and predictable. "The future," they write, "cannot be predicted" it has to be created. Either you see things happen or you make them happen. Funky management, for Nordström and Ridderstråle, means innovation, constant change and, especially, reliance on people as the main source of "sustainable uniqueness." But that's what makes Funky Business worth reading. It's not so much the novelty of the authors' argument, which boils down to the notion that in an oversupplied world, ideas are what separate successful companies and individuals from failures. Rather, it's the vitality of their argument and the rhythm of their language that make their ideas so compelling. "Traditional roles, jobs, skills, ways of doing things, insights, strategies, aspirations, fears, and expectations no longer count. In this environment, we cannot have business as usual. In the new world, it's talent that makes capital dance. Business as usual is uninspired and that's no longer good enough; talent doesn't want to work there; customers don't want to buy there. In these times we need FUNKY BUSINESS. About the Author.

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