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The Galileo Moment: How Global Market Leaders Differentiate from the Rest of the Pack (Paperback)

By Elizabeth Jayanti Ph D

Atsui Press, United States, 2016. Paperback. Condition: New. Language: English. Brand new Book. In an era of dramatic change, Galileo built a powerful telescope and observed the stars. Contrary to theory, he saw that the earth was not the center of the solar system. It was an observation that profoundly changed the course of history. When Dr. Elizabeth Jayanti reviewed over 1,300 books and articles and compared over 100 top academic and commercial business tools, what she found was staggering: almost all of the business tools we use today are based on theories from the Industrial era which have never been tested. This was her Galileo Moment, when she realized that the real-world data didn't match what she had been taught. Embracing her Galileo Moment, she set out on a journey to understand how market-leading companies really work in today's economy. The Galileo Moment crystallizes the nuggets of wisdom gathered on this journey. Ultimately, The Galileo Moment asks readers to leave behind Industrial-era management practices and step into the present-day knowledge economy.



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