



Re-Imagine! Business Excellence in a Disruptive Age

By Tom Peters



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More than just a how-to book for the 21st Century, Re-imagine! is a call to arms -- a passionate wake-up call for the business world, educators, and society as a whole. Focusing on how the business climate has changed, this inspirational book outlines how the new world of business works, explores radical ways of overcoming outdated, traditional company values, and embraces an aggressive strategy that empowers talent and brand-driven organizations where everyone has a voice.

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Re-Imagine! Business Excellence in a Disruptive Age By Tom Peters Bibliography

- Sales Rank: #724653 in Books
- Published on: 2003-10-06
- Released on: 2003-10-06
- Original language: English
- Number of items: 1
- Dimensions: 10.10" h x 1.40" w x 7.90" l, 3.00 pounds
- Binding: Hardcover
- 352 pages

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Editorial Review

From Publishers Weekly

After decades with Knopf, influential management guru Peters switches to DK in an effort to "reinvent the business book," and while the results don't quite live up to the hyperbole, the new publisher allows for a looser design strategy that complements the author's increasingly stream-of-consciousness writing. Gray dotted lines lead from the main text to sidebars topped with category-identifying icons, and words' size, color and even typeface refuse to stay stable within a single sentence. (Design is clearly on his mind; one of the book's best passages is a rant against the poor ergonomics of the desk chairs in hotel suites.) The book's themes are mostly the same ones Peters has been developing since 1997's *The Circle of Innovation* and its follow-ups: small professional service firms are the wave of the future, successful companies sell dreams instead of products, and so on. Some of his ideas, like the unlimited potential of the Internet, have begun to wear a bit thin, while others need overhauling thanks to the recession. There are strong chapters on the spending power of women and the need to restructure the American education system, but not all the new twists are as satisfying. He takes on the 9/11 attacks in two business analogies: while the first interpretation of 9/11—small improvisational teams succeed against bloated infrastructures—rings true, many readers may find the second conclusion ("the Age of Large Numbers of Human Beings Crammed into Tall Towers is over") a bit tactless. But give Peters credit for being willing to stick his neck out, and expect loyal readers to follow him down this path once again.

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Review

In Tom's world, it's always better to try a swan dive and deliver a colossal belly flop than to step timidly off the board while holding your nose. -- *Fast Company*, October 2003

No matter how his message is transmitted, what's wonderful about Peters is his restless mind and love of learning. -- *USA TODAY*, November 13, 2003

Peters is passionate, egotistical, evangelical, outrageous and often maddeningly simplistic- but always provocative and fun. -- *Washington Post*, October 26, 2003

Peters is the Michel Foucault of the management world: a scourge of the rationalist tradition and a celebrant of the creative necessity of chaos and craziness. -- *Financial Times*, September 23, 2003

Tom Peters is the most provocative and engaging (as well as annoying and threatening) management guru running loose in America Today. -- *CBS MarketWatch*, October 28, 2003

About the Author

Author, provocateur, and business visionary Tom Peters is recognized around the globe as one of the most influential and revolutionary management gurus of the last century. The author of more than 10 best-selling books on innovative business practices, including the groundbreaking *In Search of Excellence*, Peters gives more than 100 major seminars each year and serves as the chairman of Tom Peters Company.

Users Review

From reader reviews:

Amber Orlowski:

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Melvin Loch:

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