

Leading the revolution

How to thrive in turbulent times by making innovation a way of life

Gary Hamel

Gary Hamel, world-renowned business thinker and coauthor of *Competing for the Future*, the book that set the management agenda for the 1990's, now delivers an agenda for the twenty-first century with the national bestseller, *Leading the Revolution*. Fully revised with a new introduction, this book provides an action plan for any company or individual intent on becoming and staying an industry revolutionary. Hamel argues that the fundamental challenge companies face is reinventing themselves and their industries, not just in times of crisis-but continually.

Based on an extensive study of "gray-haired revolutionaries" including Charles Schwab, Cisco, Virgin, UPS, Semex, and GE Capital, *Leading the Revolution* shows how companies can continue to grow and thrive, even in ever changing turbulent world markets.