



# Reinventing Management: Smarter Choices for Getting Work Done, Revised and Updated Edition

*Julian Birkinshaw*

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## **Reinventing Management: Smarter Choices for Getting Work Done, Revised and Updated Edition**

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The economic crisis was not just caused by a failure of regulation or economic policy; it was a story of the failure of *management* in a fundamental sense—a deeply flawed approach to management that encouraged bankers to pursue opportunities without regard for their long-term consequences, and to put their own interests ahead of those of their employers and their shareholders.

The revised edition of this best-selling book shows convincingly that many of today's major economic problems in the west can be traced to a failure of management. In this updated edition the author draws our attention to new examples of failed management, from Rupert Murdoch's News Corp, and the disaster at BP, to the ongoing problems in financial services companies such as UBS and RBS. Throughout the book the references and statistics have been updated, to make this a current, highly relevant analysis of the problems besetting modern business and how managers need to tackle them.

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