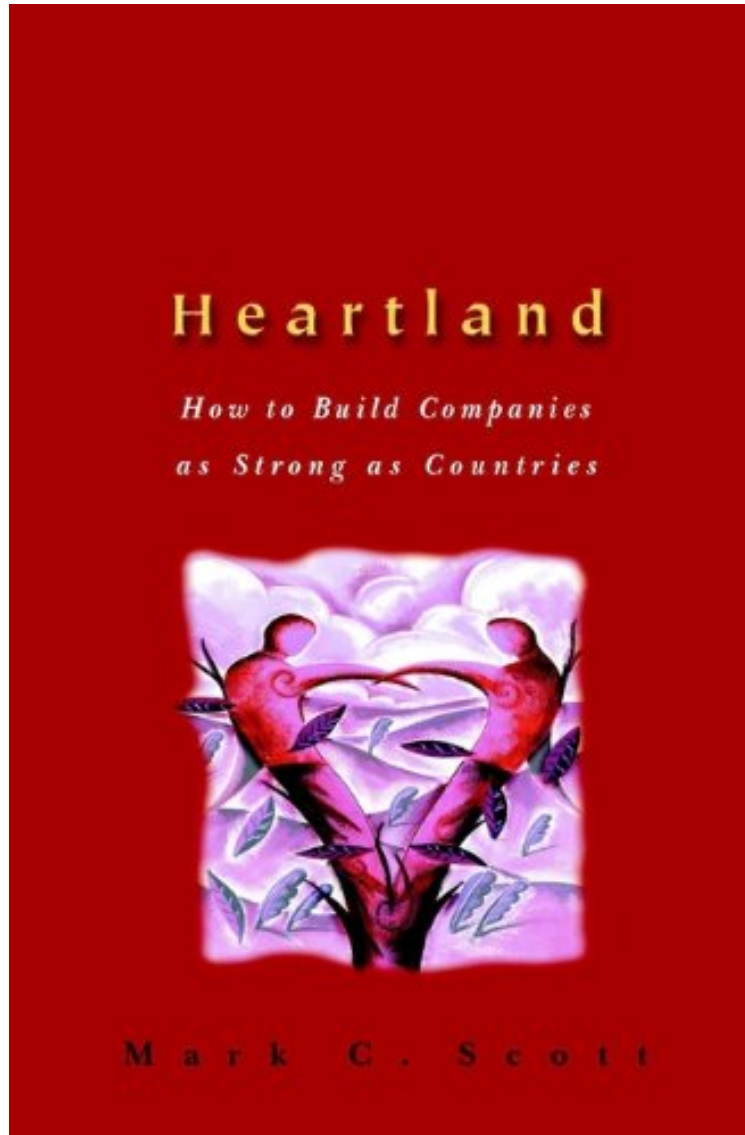


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Heartland: How to Build Companies as Strong as Countries

Mark C. Scott

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Mark C. Scott : Heartland: How to Build Companies as Strong as Countries before purchasing it in order to gauge whether or not it would be worth my time, and all praised Heartland: How to Build Companies as Strong as Countries:

A revolutionary new approach to managing transnational corporations In his acclaimed Reinspiring the Corporation, competitive strategy expert Mark Scott introduced a dynamic approach to building employee commitment for competitive excellence. Now Scott breaks new ground with a revolutionary approach to harnessing the energy and

talents of employees of multinational firms. In a radical departure from conventional thinking on the subject, which tends to focus exclusively on the structural challenges of managing transnational enterprises, Scott focuses on the social dimension. He clearly shows that the key to creating the commitment required for sustainable success is to unite the diverse national communities that make up a global firm into a cohesive global society, or "corporate state." And he provides advice and guidance on how to apply those principles in the development of an unbeatable transnational competitor. Mark C. Scott (London, UK) is Executive Vice President of Lighthouse Holdings, a global marketing communications group. Prior to joining Lighthouse, Scott was operations director at WPP Group and a consultant to numerous Fortune 500 firms in the United States and Europe.

"a bold and original book ...lucid, lively and shot through with absorbing ideas". (Financial Times, 15th August 2001)
"...well argued..." (Sunday Times 23 December 2001)
From the Inside Flap
All firms are founded on networks of relationships, where success is the product of the effectiveness of the interactions between people - bosses, clients, suppliers and colleagues. But this is not how we usually understand them. In Heartland, Mark C Scott shows that competitive advantage is fundamentally dependent on a firm's understanding and management of its social dynamics. Scott argues that the only strategy that is genuinely long-term is social strategy and that the best model of effective social strategy is the Nation State. Scott's fundamental observation about the Nation State suggests there is a universal set of principles of how to manage societies. Scott examines how these principles can be applied to the firm - something no one has done to date. His findings show how to apply these fundamental laws to the firm to create a vibrant corporate community that will endure. If global companies are to become well functioning societies they need to think like states as much as companies. The benchmarks we all use need to shift. In this ground-breaking book, Scott puts forward three arguments: * To thrive in a global marketplace, firms must master social management above all else * Firms can learn tried and tested approaches to social management from the Nation State * The successful global firm is likely to resemble a corporate state more than a conventional corporation
The end game is the creation of the corporate state
From the Back Cover
Every few years an idea comes along that changes the way we look at the world of business. Heartland is a book that encapsulates such an idea. Old models of competitiveness are nearing exhaustion. Few firms are genuinely global, almost all are still tied to their home market. Most firms are increasingly alike, competing on the same grounds and with the same technology. Talented employees are in short supply and ever more fickle. Margins are under gathering pressure and global revenue growth is suffering its first serious check in ten years. The battle to differentiate has never been greater and the ideas for how to do so never in shorter supply. The need for a new model to take firms to the next stage of evolution is now acute. This book proposes a new model that can transform the national firm into a global powerhouse, a competitive Heartland.