



The Samsung Way: Transformational Management Strategies from the World Leader in Innovation and Design

By Jaeyong Song, Kyungmook Lee

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Samsung Way: Transformational Management Strategies from the World Leader in Innovation and Design, Jaeyong Song, Kyungmook Lee, Learn how to manage, lead, and succeed .the Samsung way. Based on ten years of research and interviews with 80 top executives, the award-winning The Samsung Way is the first definitive guide to the groundbreaking management principles that transformed a lagging electronics company into one of the most successful brands in the world. Combining professional insights from Samsung insiders with practical applications for managers, executives, and CEOs, this powerhouse of a book shows you how to: speed up decision making and execution, on a bigger scale; create a convergence synergy among diversified businesses, while staying competitive in core businesses; and mix and match Western and Eastern management styles. Also known as "The Three Paradoxes of Samsung Management," these seemingly contradictory goals are the keys behind Chairman Lee Kun-Hee's now-famous New Management Initiative - the business plan that drove Samsung to become the number-one leader in mobile phones, televisions, semiconductors, and other electronics. A revolutionary - and time-tested- approach to innovation, Samsung's management principles will help you find the perfect balance of styles by...



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An incredibly great book with perfect and lucid answers. Better then never, though i am quite late in start reading this one. You will not sense monotony at whenever you want of the time (that's what catalogues are for relating to if you question me).

-- **Nannie Lindgren Jr.**