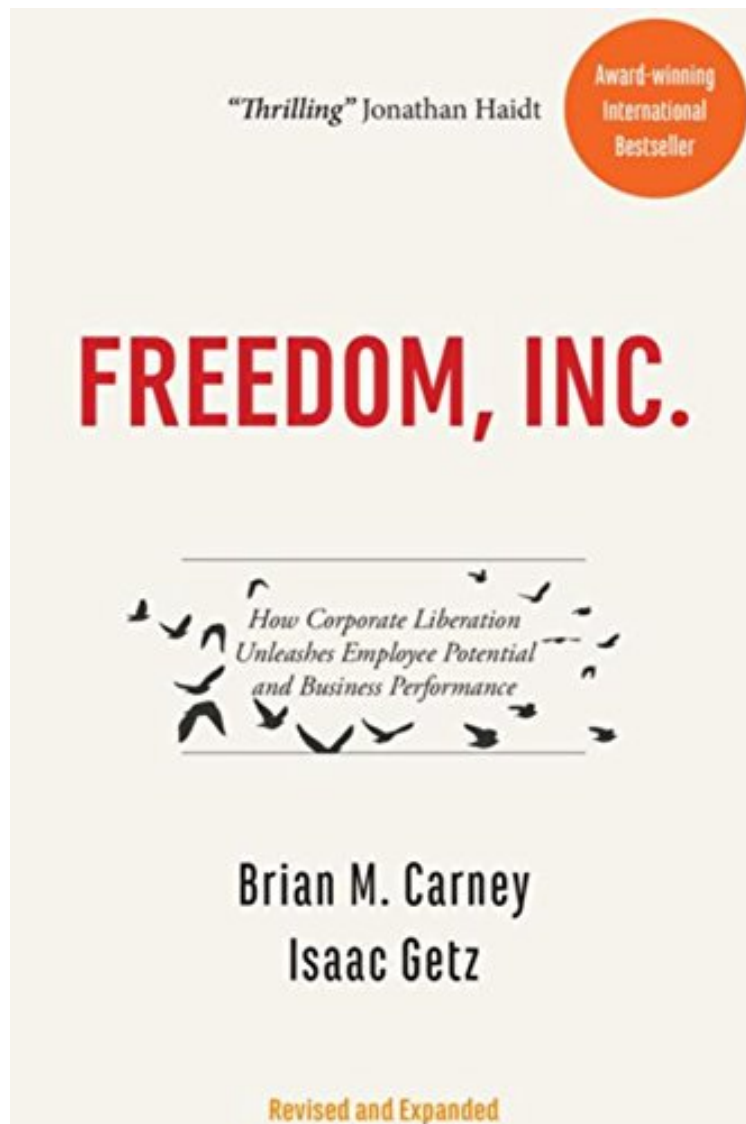


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## Freedom, Inc.: How Corporate Liberation Unleashes Employee Potential and Business Performance

Brian M. Carney, Isaac Getz

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**Brian M. Carney, Isaac Getz : Freedom, Inc.: How Corporate Liberation Unleashes Employee Potential and Business Performance** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Freedom, Inc.: How Corporate Liberation Unleashes Employee Potential and Business Performance:

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productive, and not to do it by pursuing a 'program'. Quick read as well. It's worth your time and money. 0 of 0 people found the following review helpful. Brilliant research into self managed companies By Mr. Jay Jay Having read both Frederic Laloux Reinventing Organizations and this one I would recommend both to everyone wanting to learn about democratic, self managed organizations. This book is filled with real life examples of numerous successful self-managed 'why' organizations. The authors cleverly investigate how they got there and why the old 'industrial' mentality doesn't work anymore. It examines practices that make those organizations one of the most successful in their industries. 3 of 3 people found the following review helpful. Wonderful book with broad application! By Yudi I'm just writing to tell you how much I enjoyed this book. The blend of psychology, business smarts, and good old fashion commonsense not only makes for a wonderful read but also opens up a whole new dimension to psychology and the study of human behavior, far beyond the traditional "couch therapy". The argument that people are intrinsically driven by their need to be productive, creative, self expressing and free, as opposed to just being motivated by money, profit, and the pleasures they afford, is amazingly powerful, both in its broad practical application as well as in its philosophical and spiritual insight. As someone looking to begin studying psychology it's an idea I hope to follow closely. Looking forward to reading much more

Corporate liberation is not a strategy. It is a business philosophy that leaders around the world are using to radically transform their organizations. Liberating leaders believe that a workplace based on respect and freedom is a more natural environment than one based on mistrust and control. So they acted to align their organizations with these beliefs: They liberated people's initiative and potential and with it, unshackled their companies' performance. A lot has happened since Freedom, Inc. first appeared in 2009. The book itself has been translated to six other languages. In France, it won the best business book award and was the No.1 business/management bestseller on Amazon.fr seven months in a row. More importantly, it has inspired hundreds of leaders to launch their own corporate liberation. The French daily Le Monde has heralded the start of a corporate liberation movement in France. Since then, the phenomenon has made the cover of leading periodicals, been shown on the evening news of major European TV chains, and been the subject of a 90-minute TV documentary that broke all the records for popularity. Most liberated companies have been small and medium sized; though some have grown tremendously since. Yet increasingly, multinationals such as Michelin or Decathlon; operating in Europe, America and Asia; are joining the corporate liberation movement that pioneers such as W.L. Gore and USAA began. Corporate liberation has no frontiers, geographical or industrial. Vineet Nayar has liberated an Indian high-tech giant and David Marquet, a U.S. nuclear submarine. Leaders of organizations of all sizes and types are shedding their hierarchies and bureaucracies and transforming them into respect- and freedom-based workplaces. Every morning their employees go to work, but many prefer to say they go to have fun; pursuing a common dream using their own initiative.

From Publishers Weekly The key to a successful business is affording your employees more breathing room, claim journalist Carney and management professor Getz. Using examples of worker-centric companies countrywide, they make the case that the more freedom employees are given, the more rewards the company will reap. Starting with the history of workplaces; Thomas Jefferson's theories figure prominently; and a plethora of stories of such successful companies as FAVI, USAA, Vertex and Harley, the authors concentrate heavily on the importance of running a why company; making sure employees know why they're doing what they're doing; rather than a how company, in which employers instruct their employees on how to do their jobs. Much space is given to the art of listening to employees, building an environment that allows them to grow and self-direct, breaking away from hierarchical and bureaucratic corporate structure, treating workers as equals and motivating them to self-motivation. Worthy prescriptions all, but without the backing of wide-reaching data or larger vision, repetition replaces argument; and the whole suffers. (Oct.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Brian Carney and Isaac Getz have used their powerful concept of freedom to serve as a crucial foundation for their imaginatively framed ideas in the broader area of commerce. A most interesting and original work."; James MacGregor Burns, author of the Pulitzer Prize and National Book Award winning Roosevelt: The Soldier of Freedom, 1940-1945 "Human energy and creativity are key to any successful enterprise; yet most organization theories unwittingly suppress the power of employees. With dozens of vivid stories, Freedom, Inc. shows how successful firms tap into the human spirit, building a culture of accomplishment and human fulfillment. A must-read for every manager and entrepreneur."; Philip K. Howard, author of Life Without Lawyers and The Death of Common Sense "I've never thought that any of the things I've done were radical. They just seemed natural. . . . My total focus is on our work. . . . What can I do to keep making the work better and better and better and better."; Stan Richards, founder and head of The Richards Group "If the [work] environment is right, then we do the product right and we make a ton of money and have a blast. . . . In this culture there is zero tension and there is absolute trust."; Bob Davids, founder of Sea Smoke Cellars "I had to make the jobs more meaningful. . . . If you enrich the jobs you enrich the people."; Robert McDermott, former CEO of USAA About the Author BRIAN M. CARNEY is a London-based member of the editorial board of the Wall

Street Journal and the editorial page editor of the Wall Street Journal Europe. In 2009 he won the prestigious Gerald Loeb Award for Commentary, and in 2003 he won the Bastiat Prize for Journalism for his writings on business and economic affairs. After majoring in philosophy at Yale, he earned a master's degree in philosophy from Boston University and worked at the Innovations in American Government program at Harvard University before joining the Wall Street Journal in 2000. ISAAC GETZ is a professor at the top-ranked ESCP Europe Business School and holds Ph.D.s in psychology and management. He has been a visiting professor at Cornell, Stanford, and the University of Massachusetts. Dr. Getz conducts and publishes research on innovation, leadership, and corporate transformation for excellence and growth and speaks on these topics. His work has been featured in the Wall Street Journal, Financial Times, and many other media.