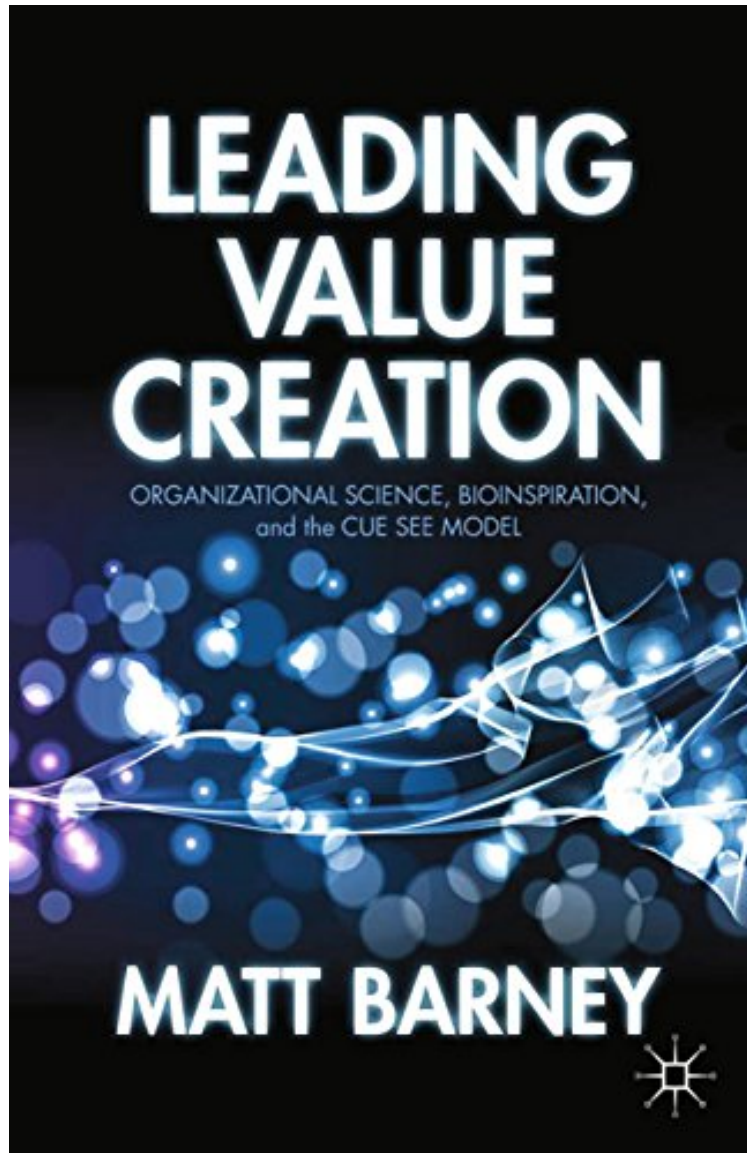


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Leading Value Creation: Organizational Science, Bioinspiration, and the Cue See Model

M. Barney

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M. Barney : Leading Value Creation: Organizational Science, Bioinspiration, and the Cue See Model before purchasing it in order to gauge whether or not it would be worth my time, and all praised Leading Value Creation: Organizational Science, Bioinspiration, and the Cue See Model:

Every business discipline has a unique vantage point on value creation and destruction, and while specialists have devised solutions, leaders rarely use them because of the inherent complexity in trying to understand which parts fit together to help them achieve goals. The result is a sort of business 'Tower of Babel' for practicing leaders and organizational scientists alike. *Leading Value Creation* fills this void as the first book to take organizational science and place it into one coherent and useful model. Barney integrates vastly different areas of organizational science into his Cue See Model, which builds upon his experience developing global leaders at companies like Motorola, Merck, and Infosys. The model is a way to help leaders better create value and mitigate risk. It highlights the flow of value across four perspectives: quality, cost, quantity, and cycle time, and also looks across levels of analysis for a holistic view on the bottlenecks to value creation as the best focal point for organizations to succeed. Barney provides numerous practical examples from pharmaceuticals to barbershops, and summarizes six empirical studies demonstrating the model's usefulness.

"With *Leading Value Creation*, Barney has given us a breathtakingly novel, integrative, and useful model of how value is created and destroyed within organizations. For presenting a complete and thoroughgoing picture of the dynamics of value in organizations, there is nothing else like this book." - Robert Cialdini, President, *Influence At Work*; Professor Emeritus of Psychology and Marketing, Arizona State University, USA; New York Times Bestselling Business Author "Despite the crisis of confidence, the primary purpose of corporate leadership remains the same: maximize shareholder value legally and ethically while ensuring fairness to the stakeholders. Barney's multi-disciplinary approach draws from different business disciplines to develop an integrated model for value creation. It will serve as a guide to leaders in creating value on a sustainable basis." - N. R. Narayana Murthy, Founder and Chairman Emeritus, Infosys Limited "An extremely well researched book. It shows us how human beings have been and will continue to be influenced and inspired by nature in finding new and innovative ways to solve their day-to-day challenges. It explores the art, science, and practice of leadership. Using anecdotal experiences and proven models, this book explains how business leaders in general can use bio-inspiration to lead value creation within their organizations." - S.D. Shibulal, CEO and Co-Founder, Infosys Limited

About the Author: Dr. Matt Barney is Founder and CEO of Leaderamp, Inc., a firm that provides evidence-based due diligence and risk mitigation for entrepreneurs and investors, and has held leadership positions in multinationals such as ATT, Lucent Technologies, Motorola, and Merck. Barney wrote *Leading Value Creation* while he was Vice President and Director of the Infosys Leadership Institute, where he applied the Cue See model to a wide array of senior leadership problems, including setting standards for selection, promotion, and development. *Leading Value Creation* is his fourth book.