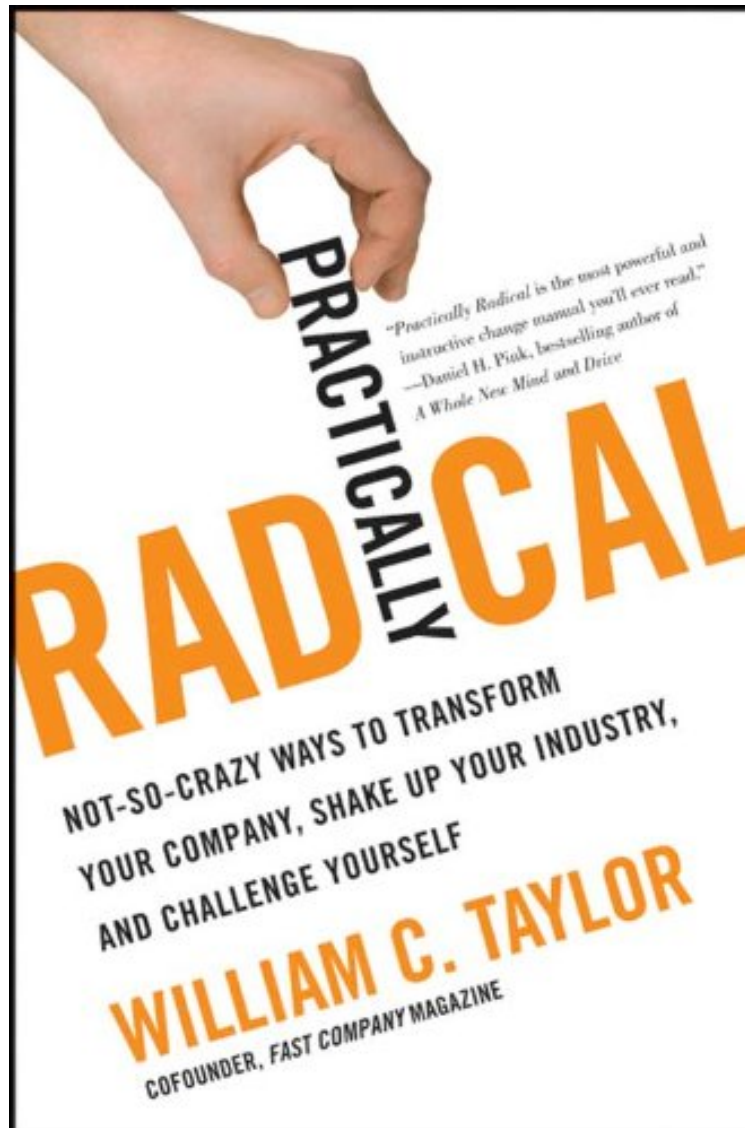


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## Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself

William C. Taylor

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William C. Taylor : Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself before purchasing it in order to gage whether or not it would be worth my time, and all praised Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself:

0 of 0 people found the following review helpful. This is one of Rickards' better books. It is a good intro to a ...By

Skubalon12 This is one of Rickards' better books. It is a good intro to a concept rarely discussed; that is world monetary history in terms of the 'war-like' interaction of nations using currency devaluations to gain an upper hand. It's also a bit more than that as he uses his background in trading and economics to theorize a variety of scenarios that could threaten the US in currency markets, gold, derivative markets and others. I found the reading to be attainable and not too dry for the lay reader. This all being said, the weaknesses of the book really lie in sections where Rickards goes beyond reporting history to promulgating ideas of a coming collapse, much of which is based on some assumptions he makes about the importance of gold and how nations will respond to the slightest hiccup in confidence in fiat currencies like the US dollar. For example, the opening chapters are actually pretty interesting as the author lets us in on the first ever "financial war games" exercise sponsored by the US government (he got to play a major role due to research he'd done on systematic weaknesses in financial markets). The funny thing is the author tells of how he basically rigs the exercise to go in the direction he wants by commiserating with a friend over dinner (who is assigned to an opposing team) to push for a coordinated interest in launching a new gold-backed currency. The plan initially backfires and is almost not allowed by moderators until Rickards rallies support, then sells all of his team's gold to the opponent in a sort of self-sacrifice effort to make his friend's plan work after all! If anything, it shows how fragile world economics are at present where a strategic blunder by one nation could turn into absolute turmoil if other nations also make small mistakes in response. The meat of the book is in the three sections on Currency War 1, 2 and 3. It is interesting to get a perspective also on the G20 conferences and responses to the latest financial crisis. His later chapters on the IMF and their use of Special Drawing Rights (SDRs) is also enlightening and a good intro to learn more on this topic that might grow considerably in importance. I think the chapter on the hypothetical of returning to a gold standard and its implications should be taken with a grain of salt. What I did appreciate though was his response to Ben Bernanke's research on the role of gold in worsening the Great Depression. This is an important discussion he left out of his book *The New Case for Gold*. All in all, it's a good quick read and I think you'll enjoy it. 1 of 1 people found the following review helpful. well written in layman terms By Customer The writer does a good job of describing how nations use monetary policy to conduct war, in a non traditional sense of the word. While some gains made by such policies are short term and may end badly for all players involved, he does highlight that some nations actually have the chance of ruining other nations without firing a single shot. The writer gives historical and real life examples of currency manipulation and their effects, and how a possible future war can be fought. He does a good job of explaining why irresponsible monetary policies used by politicians for short term gains, are likely to cause the next big crash as well as the potential role of gold to restore confidence in a monetary system and achieve stability. The author explains well that in recent decades, global economy grew in complexity due to globalization, and how central banks and short term political decisions, endanger us all and pave the way to the next economic crisis. 1 of 1 people found the following review helpful. .By grpropertiesllc An eye opener to say the least. A crash course in many aspects of economic theories, practices and their impacts. We see that a dollar collapse is not a question of "if" but a question of "when". Unfortunately that last piece can't be predicted with precision. One possible scenario to redeem the currencies is the return to a gold standard. What is troubling is the potential for a windfall tax on gold sales once the new currency(ies) have adopted the paper-to-gold ratio. How realistic would that windfall profit tax be? Would it apply to all private storages of gold globally or locally? Would it apply to all owners of gold whatever their nationality and residency or just one country? The potential almost discourages private gold ownership. I recommend this book to anyone who wants to understand the geopolitical implications of currency wars, why they occur and, as the case of wars, why nobody really wins in the end. I really appreciate the chapter on economic theories. I am looking forward to read the follow up to this

ldquo;The most powerful and instructive change manual yoursquo;ll ever read. It will persuade and inspire you to change your business, your work, and maybe your life.rdqo;mdash; Daniel H. Pink, bestselling author of *A Whole New Mind In Practically Radical*, William C. Taylor, the New York Times bestselling co-author of *Mavericks at Work* offers a refreshing, rigorous new look at pragmatic ways to shake things up and make positive change in difficult times. Anything but your typical business book, *Practically Radical* is a must-own for small business owners and CEOs, for managers at all levels, and innovators and entrepreneurs of every stripe.

From Publishers Weekly As the business world becomes increasingly competitive, global, and adoptive of new technologies, companies worldwide are constantly searching for answers about how to best evolve to meet their customer's needs and to stay abreast of their competitors. Taylor (*Mavericks at Work*) asserts that change is the name of the game; he takes us on an inside look at 25 companies that have grown ever more adaptive to not merely survive but thrive in today's challenging environment. Taylor's book is intended to guide leaders in launching fresh initiatives and rethinking the logic of leadership itself as they work to rally their colleagues around an agenda for renewal. The work achieves its promise with actionable prescriptions and meaningful examples, such as how organizations like the Girl Scouts have redefined their brand and revitalized their mission, how Zappos has reimagined retail and service, and why, like IBM, leaders must constantly challenge the status quo by examining

the self-reflection and commitment to innovation. An engaging and briskly written read, this will captivate and benefit business people interested in change and innovation. (Feb.) (c) Copyright PWxyz, LLC. All rights reserved.

From Booklist

In the depths of the Great Depression, economist John Maynard Keynes wrote that a large proportion of our positive activities depend on spontaneous optimism rather than mathematical expectations, evoking a basic animal instinct within us to do something productive and procreative, even in the face of hard times. Taylor, a former Harvard Business editor and cofounder of Fast Company, a full-color business magazine, begins this discussion on creative solutions for tough economic times by reviewing the pioneering companies that got their start during recessionary environments: Federal Express, Microsoft, and Texas Instruments, among others. The radical solutions he proposes may be as simple as bucking the trend. Case in point, online shoe and apparel retailer Zappos.com, which has developed an almost cultlike customer loyalty by encouraging buyers to call in to their 24/7 phone line and offering a full one-year return policy. Taylor profiles 25 companies and organizations from the Providence, Rhode Island, police to the Orpheus Chamber Orchestra to illustrate how radical thinking can transform companies and excite management and staff to tap into their group genius. --David Siegfried

“We all understand the need for change and transformation in the business world. Rarely do we address the implications of implementing change in organizations. Practically Radical takes on this challenge as a handbook for successful transformation. A great tutorial for implementing your change agenda.”