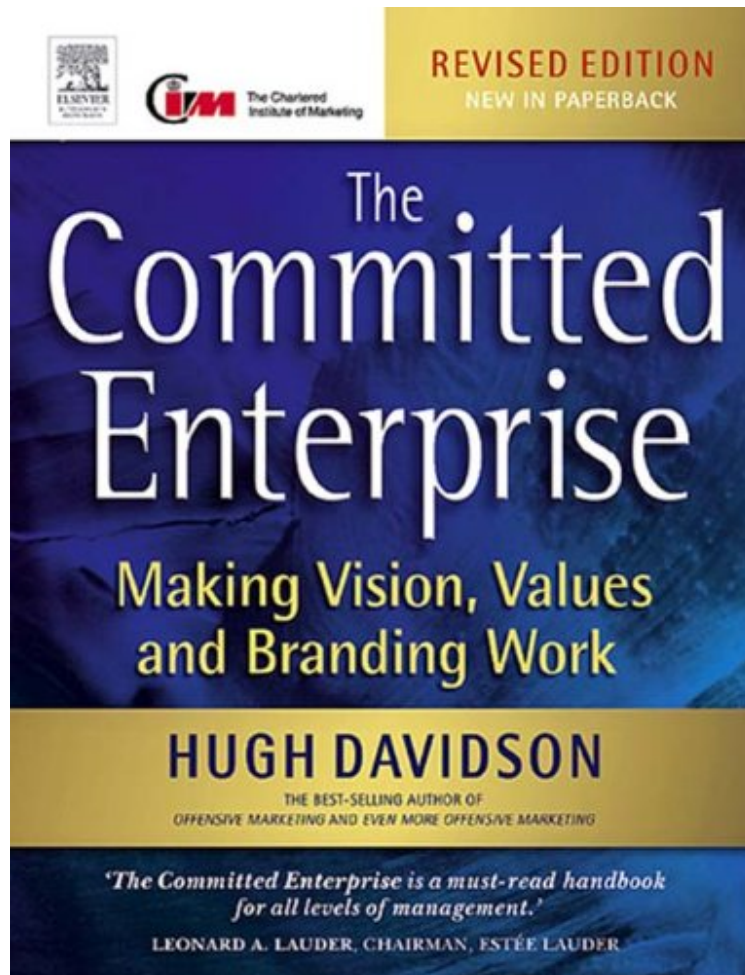


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The Committed Enterprise

Hugh Davidson

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Hugh Davidson : The Committed Enterprise before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Committed Enterprise:

4 of 4 people found the following review helpful. The Committed Enterprise - a 'must read for business leaders' By AKL At last - clear, concise and practical advice on the thorny issue of defining the purpose, vision and supporting values of an organisation. The Committed Enterprise is a thoughtful, thoroughly researched and well-presented book, which captures the experience of 125 organisations in private and public sectors. It is a practical necessity for those companies who would like to do 'better' as well as for the consultants advising them.

It is easier to describe vision and values than implement them. However this updated paperback edition of The Committed Enterprise shows how to achieve success by understanding the needs of stakeholders and maximising them. It details the Seven Best Practices for making vision and values work and is based on research with leaders from 125 leading enterprises worldwide. Using a unique format to allow fast track or in-depth reading the book includes

hundreds of examples from enterprises as diverse as PepsiCo, Caltech, Tesco, Mayo Clinic, BP, New York Police Department, DuPont, UPS and many others. The text is essential reading for managers, and students of strategic organisational strategy.

"Ambitious in intent, meticulous in detail and penetrating in analysis, this book is alive with ideas and hard experience. Anyone who is serious about leadership in an age of uncertainty will benefit from it." - Sir Brian Pitman, Chairman, Lloyds TSB Group (1997-2001) "This excellent book describes how the right vision and values, well implemented, create strong commitment inside and outside organisations. Unusually for a 'soft' topic, it is highly practical, covering design, communication, embedding and measurement of vision and values. Essential reading for all leaders or would-be leaders." - Professor Gordon Conway, President, The Rockefeller Foundation "The Committed Enterprise is a must for all business leaders who want to move their organization into the future. Professor Davidson uses relevant business cases and interviews to illustrate the importance of moving beyond the words 'vision' and 'values' and toward systemic and actionable change." - Faye Wilson, Senior Vice President, Values, The Home Depot (the world's second biggest retailer) "Here is a highly readable book on how to manage vision and values in a scientific yet creative way. It's built around seven best practices, full of examples, based on over a hundred interviews with successful leaders, and equally relevant to companies and non-profits." - Douglas Blonsky, Chief Operating Officer, New York Central Park Conservancy "The Committed Enterprise is a must read handbook for all levels of management. Its unique format makes it easy to read and retain the key ideas." - Leonard A. Lauder, Chairman, Esteem;e Lauder "This deeply impressive and original work is a 'must read' for all senior managers, whether in public or private sector enterprises, since it has been meticulously researched, concisely written and provides a compelling analysis of best practices that can readily be adopted and implemented. Read 'The Committed Enterprise' before your competitors do!" - Simon Knox, Professor of Brand Marketing, Cranfield School of Management "Professor Davidson has captured, with a practical approach, the key to differentiation and sustainability in today's complex market place." - Jack Duffy, Senior Vice President, Strategy, United Parcel Service (UPS) "Upbeat, well-illustrated, forcefully written and thoroughly practical, Davidson shows how to develop values and vision to create a winning combination. This book is a gem." - Dr Frank Rhodes, President Emeritus, Cornell University "It has been said that without vision, the people perish. Business leaders recognize this same imperative. Based on examples from the world's leading enterprises, The Committed Enterprise offers the reader many creative and validated approaches on how to put value-based principles into action. This book is very thorough and well-researched." - Joel Allison, President and CEO, Baylor Health Care Systems, Dallas "The Committed Enterprise is a thoughtful and practical guide that can help an organization clearly establish its vision and values. Equally important, Professor Davidson uses real-world examples to demonstrate how those ideals can be turned into tangible assets." - Edward Whitacre Jr., Chairman and CEO, SBC Communications (the world's most valuable telecommunications company) From the Publisher "The Committed Enterprise" represents Hugh Davidson's major statement on what makes a sustainable and excellent organization. It is based on over a year of intense fieldwork during which the author interviewed in person the most senior executives in 126 organizations in the US and Europe. It is much easier to describe vision and values than implement them. Vision and values management is in the dark ages compared with that of Marketing, Finance or Operations. It is often derided and all too often just doesn't work. "The Committed Enterprise" takes a hard approach to this 'soft' topic and describes how to build unstoppable organisations, whether businesses or charities, hospitals or orchestras, by managing vision and values scientifically yet creatively. It shows how to lay the foundations for success by understanding the conflicting needs of stakeholders and uniting them through the right vision and values. These forge uncompromising commitment, and transform organizations, teams and countries. Hugh Davidson details Seven Best Practices for making vision and values work every day, at every level, based on analysis of his interviews with leaders of 125 high calibre enterprises in USA and UK. These include: *Design and timing *Linkage to key success factors Communicating through action Embedding via appraisal and rewards Branding the organization Rigorous measurement Using a unique fast track / scenic route format, the book includes hundreds of examples, quotes and checklists from enterprises as diverse as PepsiCo, Caltech, Tesco, Mayo Clinic, BP, New York Police Department, DuPont, Save the Children, UPS, New York Philharmonic, and many others. The Committed Enterprise brings a new dimension to managing organisations. It is designed for leaders and managers of every kind of enterprise. So buy it, read it, then make it happen! About the Author Visiting Professor of Consumer Marketing, Cranfield University, UK. Fellow and past Chairman of the UK Marketing Society.