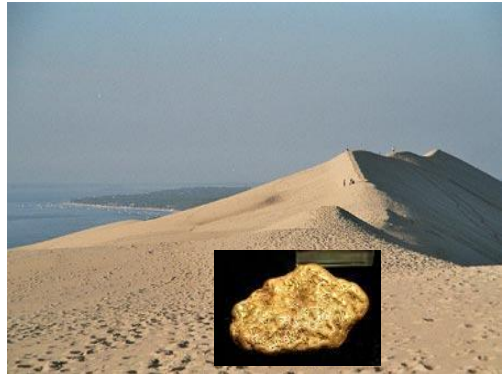


“I READ IT FOR YOU” – THE ESSENTIALS OF THE MOST RECENT BUSINESS BOOKS

Overview

Management becomes more complex every day. So complex, that you can't see the wood of the trees. Management paradigms get outdated, and hence quite a few managers become obsolete in their competencies and qualifications. How do I differentiate management fashions – which are being promoted in ever increasing quantity and frequency – from essential concepts? Am I up-to-date with the current trends? Do I have the broad overview?

This workshop offers a (*subjective*) overview by the speaker about the most relevant recent business books.



Participants

People with Management- and Leadership-Responsibility

Objectives

At the end of the workshop

- you will have an overview on what matters in holistic, sustainable management
- You have acquainted yourself with the most recent business concepts, and you recognize the difference between serious concepts and fashions
- You know, where you want to deepen your knowledge
- You will have gained back your appetite to read business literature
- You will have heard stories and critiques of at least 30 business books

Prerequisites

Management Experience or interest in management topics. Knowledge of English (all books are presented through their English originals).

Duration

At least 2 ½ hours

Language

English

Contents

The most recent and relevant business literature selected and chosen by the speaker. The topics will cover:

1. Business Administration/Entrepreneurship/Strategy
2. Marketing/Sales
3. Human Resources/Human Capital
4. Organization
5. Processes, BPR
6. Innovation
7. Information Technology/Information Management
8. Knowledge Management
9. Value Management (New Measures for Business Results – Company Valuation, Intangibles, etc.)
10. Execution
11. Leadership
12. Geopolitical Trends & Developments

Speaker

Prof. Helmut F. Karner was active for more than 20 years in International Management positions, e.g. European General Manager of Northern Telecom (now Nortel Networks), CEO of Olivetti Austria, Managing Director of the Olivetti International Education Centre in Haslemere, England. Today he acts as Executive Management Consultant (mainly transforming organizations), “Spiritus Rector” of the best-known Austrian Think-Tank “Föhrenberg-Kreis” and Business School Professor. Since 20 years he reads 80 to 90 Business Books and –Journals each year – FOR YOU. From the many pages dust (and rubbish) he is plowing through he has then selected the gold nuggets, which he *subjectively* considers important and relevant.

<http://members.chello.at/hkarner>

