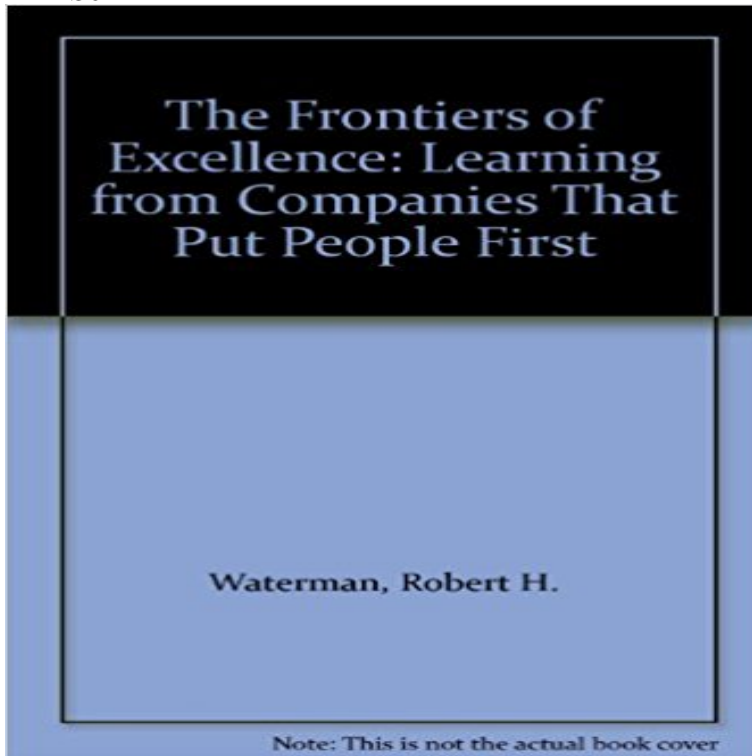


The Frontiers of Excellence: Learning from Companies That Put People First



This title explores the fundamental secrets of success of some of the world's most admired companies. The authors' purpose is simple - to discover, in depth and at firsthand, the reason that these organizations (including a school in the Bronx, New York City) do so well. Robert Waterman reveals that firms at the new frontiers of excellence organize around their own people and in ways that meet and anticipate customer needs. They empower their staff, give them something to believe in, challenge them, provide them with recognition, and are committed to continuous learning and innovation, to change and to total customer relationships. Waterman's case studies give readers an insider's view of why these firms are so good. Other insights include: companies that set profits as their number-one goal are actually less profitable in the long run than people-centred organizations; American competitiveness far outstrips Japan, Germany, France and Britain; organization is strategy. Robert Waterman is co-author of *In Search of Excellence*, and author of *The Renewal Factor* and *Adhocracy: The Power to Change*.

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