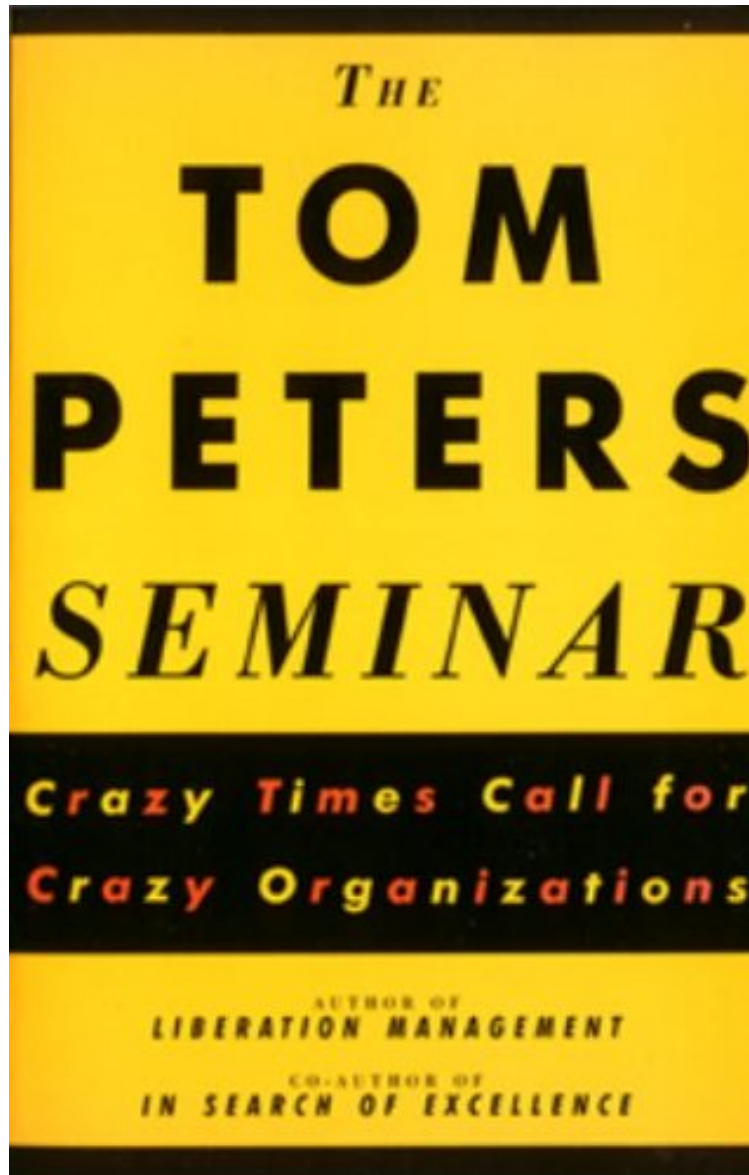


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The Tom Peters Seminar: Crazy Times Call for Crazy Organizations

Tom Peters

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Tom Peters : The Tom Peters Seminar: Crazy Times Call for Crazy Organizations before purchasing it in order to gage whether or not it would be worth my time, and all praised The Tom Peters Seminar: Crazy Times Call for Crazy Organizations:

1 of 1 people found the following review helpful. Dated but Still Extraordinarily Relevant for TodayBy Edward J. BartonThis review is of the abridged audiocassette version of the book. First off, in listening to this nearly 20 year old

tape set, Peters was darn near spot on with the revolution that took place in the business world over the last 20 years. The speed of feedback, the technology, the need for innovation, and the absolute requirement to differentiate, reinvent and revolutionize businesses every 3-5 years is more true today than when this was recorded. The advice Peters gave then is just as true today - revolution, not evolution is the key to success long term. And there is no long term...If this were the 1990's, this should get a 6 star review. The message is still critically important, and many fail to heed it. However, some of what Peters has said has come to pass to obviously that there are elements where the value prop is diminished. Worth listening to and understanding that revolution in business, constant radical change, and speed to decision are critical to business success.

0 of 0 people found the following review helpful. The best career advice I've ever come across
 By E.I re-read the "resume-ing" chapter every year. The best career advice I've ever come across. Tom is one-of-a-kind.
 1 of 1 people found the following review helpful. Though some 12 years old, it is still surprisingly current!
 By Blaine Greenfield Somehow I missed reading THE TOM PETERS SEMINAR when it first came out in 1994 . . . it is a version of what he charges business executives \$2,000 or so to attend. I just heard the taped version and though it is some 12 years later, the material is still surprisingly current--if you can overlook the examples of corporations that are no longer around . . . this is made possible because of the fact, to quote the subtitle, CRAZY TIMES CALL FOR CRAZY ORGANIZATIONS . . . methinks that is true not only in 2006, but will still be the case another 12 years from now. As Peters notes, "Do something. Make things happen. It's inaction that kills you." But what makes this author so outstanding is that he just doesn't state a management philosophy; rather, he shows by the use of real-life companies and organizations how it can be implemented. This particular program was narrated by Peters, which added to my enjoyment . . . he is a dynamic speaker and, as such, listening to him is even better than reading him. By doing so, you'll gain some valuable insights as these:

- * Once people don't know each other, it's time to break up the company. Typically, that's at around 50-60 people.
- * The average company suffers more from dullness than eccentricity.
- * Interview 25 customers. Ask: What's it like to do deal with us?*
- * Update your resume twice a year. Forever.*
- * Do you keep asking yourself: What can I learn next?*
- * You must retool every 4-6 years.*
- * You're as good as your Rolodex.*
- * When you hire, look for passion, flexibility and excitement. And for somebody WITH some glitches in his or her resume.*
- * When you go to work, consider it from the viewpoint of a fearful, first-time employee.*
- * Continually ask customers: Did you have a good time?*
- * Be able to answer this question in 25 words or less: What makes you unique?*
- * New products at Ben Jerry's must pass this test: Is it weird enough?

This volume brings together the best of the Tom Peters seminars, complete with visual materials. The Tom Peters Seminar demonstrates Peters' unconventional analysis that challenges outdated corporate structures and demonstrates that in the 1990s, "imagination is the source of value in the economy." Peters' bold ideas vault business thinking beyond change--toward invention and revolution.

From Library Journal At his business and management seminars--costing up to \$2000--Peters is witty, engaging, and entertaining. Frequent requests for copies of presentation materials from attendees encouraged him to write this book. While some of the material is derived from his other books (e.g., Liberation Management, LJ 11/1/92), the presentation is fresh, mixing opinions with measures of puck, pluck, and petulance--in sum, typical Peters. Too popular to be ignored, Peters has a better understanding of what's going on than his critics would like to believe. Here he considers the possibility and reality of the virtual corporation (no employees are even better than a decentralized organization) and lifelong learning. For Peters, business is becoming in the metaphysical sense. However, while Peters talks about trust, he is shy on corporate responsibility and ethics; and whatever happened to Stu Leonard, that hero from an earlier book? Still, the book is a bargain compared to a seminar, and it's sure to be in demand.

Steven Silkunas, Southeastern Pennsylvania Transit Authority, Philadelphia
 Copyright 1994 Reed Business Information, Inc.
 From Booklist What a deal! Can't afford to shell out \$2,000 for one of excellence guru Peters' pricey seminars? It's all here, he claims, in this original paperback for only \$14. Included are Peters' clever, peppy "visuals" and provocative, catchy, often iconoclastic, and sometimes puzzling epigrams and one-liners, such as "Three cheers for screw-ups," "Specialists aren't special," and "[Today's] organizations [are] sandtraps of sobriety." Chapter titles include "Toward the Abandonment of Everything," "Corporation as Rolodex," and "Toward Wow!" Worried about missing out on the in-person enthusiasm? No problem! Also available is the "simultaneous Random House AudioBook" for only \$12. MTV for MBAs. EX-A-LENT!!!

David Rouse From the Inside Flap This volume brings together the best of the Tom Peters seminars, complete with visual materials. The Tom Peters Seminar demonstrates Peters' unconventional analysis that challenges outdated corporate structures and demonstrates that in the 1990s, "imagination is the source of value in the economy." Peters' bold ideas vault business thinking beyond change--toward invention and revolution.