



# Leading the Revolution: How to Thrive in Turbulent Times by Making Innovation a Way of Life

*Gary Hamel*

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Gary Hamel, world-renowned business thinker and coauthor of *Competing for the Future*, the book that set the management agenda for the 1990s, now delivers an agenda for the twenty-first century with the national bestseller, *Leading the Revolution*. Fully revised with a new introduction, this book provides an action plan for any company or individual intent on becoming and staying an industry revolutionary. Hamel argues that to thrive in the age of revolution, companies must adopt a radical new innovation agenda. The fundamental challenge companies face is reinventing themselves and their industries not just in times of crisis—but continually. Beautifully illustrated with more than 100 full-color photos and drawings, Hamel's *Leading the Revolution* is an action plan (indeed, an incendiary device) for any company or individual intent on becoming and staying an industry revolutionary. Based on experiences of world-class companies, including Charles Schwab, Cisco, Virgin, and GE Capital, *Leading the Revolution* explains the underlying principles of radical innovation, explores where revolutionary new business concepts come from, and identifies the key design criteria for building companies that are activist friendly. It will show companies how to avoid becoming "one-vision wonders"; harness the imagination of every employee; develop new financial measures that focus on creating new wealth; and create vibrant internal markets for ideas, capital, and talent. Drawing on the examples of activists who profoundly changed their companies with their bare hearts, Hamel outlines the practical steps anyone can take to lead a successful revolution in their own firm.

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