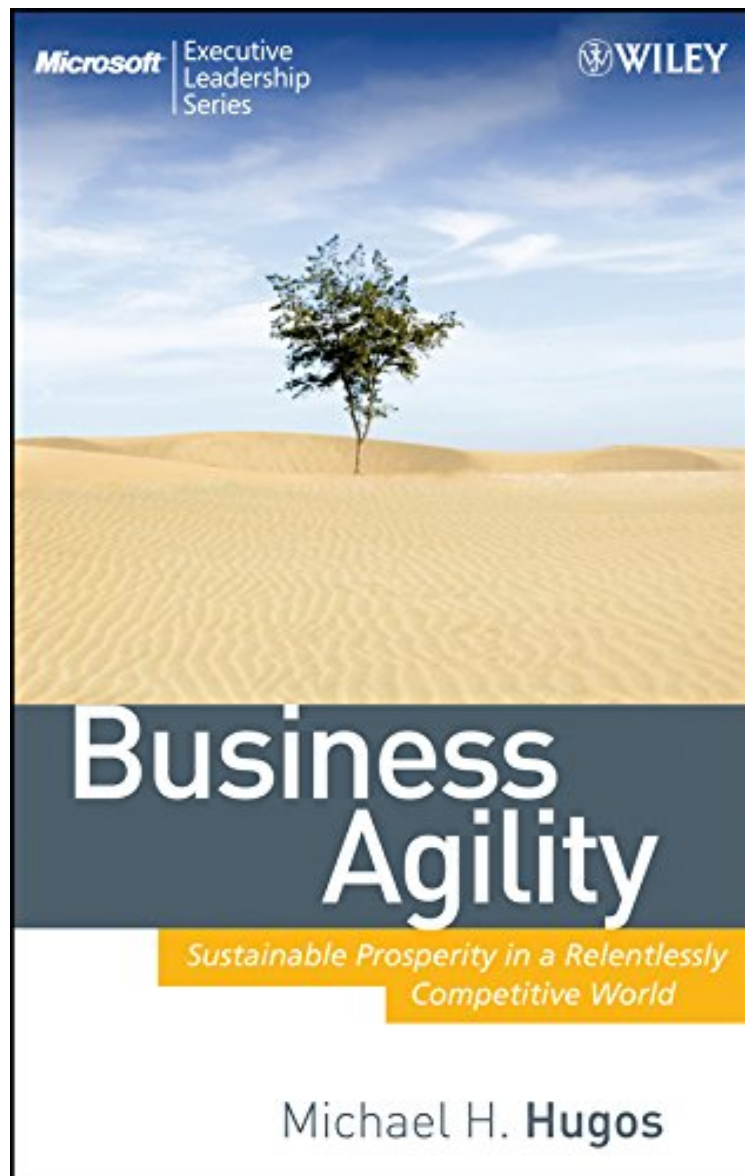


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Business Agility: Sustainable Prosperity in a Relentlessly Competitive World (Microsoft Executive Leadership Series)

Michael H. Hugos

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Michael H. Hugos : Business Agility: Sustainable Prosperity in a Relentlessly Competitive World (Microsoft Executive Leadership Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Agility: Sustainable Prosperity in a Relentlessly Competitive World (Microsoft Executive Leadership Series):

1 of 1 people found the following review helpful. A Must Read!By EugeneMichael Hugos is one of my new Intellectual heroes. His works blend theory with reality in a fascinating way, he's like a Thucydides in business: His ideas don't come merely from study, he's actually been practicing them in the real world! I'm a business student, so perhaps I just don't have the experience to completely apply the theories in from most business writers, but reading Michael Hugos work just makes the theories click inside my head from his real world examples and super description. Example: I might read about Porters 5 Strategy Test and drill in my head "I must apply Fit across my value chain" but don't really know what that actually means. Hugos gives real life examples and step by step descriptions on how to apply this on businesses, and NOW the theories I've previously read begin to make sense and I can apply the ideas on a broader concept. Another example is Porters claim that you must reduce costs from business activities or increase the price of your products and services with tailored value propositions. This is too abstract, its difficult to apply this concept into a real world setting, but Hugos gives the most brilliant and clear description of how to achieve this through Information Technology and achieve Alpha Profits. Overall this is one of the most influential business books I've read and has completely altered the way I understand business and the career path I had planned. It shows how IT interconnects with every aspect of the company from Operational Effectiveness, Value Proposition, Corporate Strategy, Human Resource Management, etc. Its the kind of book I can't wait to reread several times and completely internalize its ideas on my head.-Eugene V. Sheely0 of 0 people found the following review helpful. A GREAT DEALBy Janet CowanGREAT BOOK FOR GOOD PRICE. THANKS1 of 1 people found the following review helpful. Dear potential reader: Agility is the new key to success.By sjef de corteWhen trying to revitalize Office Depot, I was looking for ways to increase the overall business agility. As moving a giant isn't easy, I ordered over 10 books on agility, ranging from ICT to Logistics and Business. Big organisations face challenges in renewing themselves. Although it is not an easy endeavour to revitalize a giant, the principles as presented by Mr. Michael Hugos, clearly explain how to differentiate between Lean and Leap aspects in the organisation. Perhaps even more important than the concept of Business Agility itself, is the practical way in which Mr. Hugos transforms vision into action. The book is suited for both conceptual and non-conceptual readers, offering practical advice to increase the overall Business Agility. Regardless if you are aiming to increase the RD impact of your organisation, or if you are trying to optimize the overall efficiency, the book offers a guide to separate Lean from Leap and to harmonize energy in creating an integrated approach. Since the book connects well to all types of people, it introduces a common language that allows any board to discuss overall Business Agility, regardless of the background or orientation of individual board members. It connects beyond a board's or team's diversity. Although one could argue if I succeeded in renewing Office Depot's overall agility, I have applied the principles multiple times at both corporate organisations as SME companies. These companies include Philips, Unilever and HAL Investments. The principles that Mr. Hugos explains are universal and practical. This is a must for anybody that realizes that organisations have a life cycle. In current environment it's important to maintain operational efficiency whilst simultaneously organizing market driven innovations that have a relevant impact at corporate level. This is where Business Agility makes the difference and adds on to existing literature. I have applied the concept of Mr. Hugos in both big and small companies, ranging from 20 FTE to 90.000 FTE. Business Agility is a must for any modern self-conscious business leader or any person that wants to contribute to the overall organisational agility. This book is the missing link between a lot of the existing literature and allows you to accelerate your company in multiple ways. It connects well across functional disciplines and allows you to create an overall agility agenda for your company. Business Agility by Mr. Michael Hugos has made it to my personal top 5 of favourite business books. Feel free to just buy the book, or connect with me at Linked-in if you have any further questions. Kind regards, Sjef de Corte

The relentless pursuit of industrial efficiency no longer yields the profits it once did because it requires a level of business predictability that no longer exists. Instead, the Internet and global video and telecom systems provide a massive and continuous flow of data that causes the whole world to behave like a giant stock market, with all the volatility and uncertainty that goes along with such markets. Responsiveness now trumps efficiency. By being responsive to the evolving needs and desires of specific groups of customers, companies can wrap their products and services in a tailored blanket of value-added services to consistently earn an additional four percent or more gross margin than they would otherwise earn for the product or service alone. This customer and market specialization is the most promising and the most sustainable source of profits in our fluid, real-time economy. Part of the Microsoft Executive Leadership Series, Business Agility discusses the three fundamental process loops that drive an agile enterprise and how they work together to deliver the responsiveness that generates profits in a high-change economy. Providing strategies for innovative and pragmatic use of people, process, and technology to drive operations in an agile enterprise, this book reveals the principles of the agile enterprise, backed by real-world case studies from the author's own experience. Michael Hugos is a speaker, writer, and practitioner in IT and business agility, and agile system development methods. He writes a column for Computerworld and a blog titled "Doing Business in Real Time" for CIO magazine.

"In this guide for executives, Hugos, a business agility and agile IT system practitioner and speaker, explains why responsiveness to consumer needs is now more important to successful organizations than industrial efficiency in today's global marketplace." (Book News, May 2009)

From the Inside Flap: Business Agility determines whether your organization will become a victim of our difficult economic times or if it will learn to reap new profits by continually responding to changing market conditions and evolving customer desires.

Author and business agility practitioner Michael Hugos explains that for everything from blue jeans to fuel oil and hotel rooms to accounting services, customers are willing to pay slightly higher prices for products and services if they are responsive to their needs. This breakthrough guide is your company's how-to manual for putting this profit transformation to work. Part of the Microsoft Executive Leadership Series, *Business Agility: Sustainable Prosperity in a Relentlessly Competitive World* outlines world-class approaches every "C-level" executive can employ to achieve competitive advantages and greater profitability.

This book discusses:

- Powerful trends shaping business and our lives in this century
- Challenges we need to confront and master
- Practical principles, strategies, and technologies for addressing these challenges
- Three feedback loops that drive all agile and responsive organizations
- Best ways to use technology to empower your people
- Two central themes for making business agility happen: desire and innovation

Case study examples from the author's own experience illustrating concepts of responsiveness and techniques for agility

Business Agility: Sustainable Prosperity in a Relentlessly Competitive World is a succinct guide and road map for becoming more agile and responsive, and better positioned to deal with continuous change. Mykolas Rambus of Forbes Media observed, "Michael delivers a host of actionable new ideas for organizations who 'get' business agility, and an unflattering view of the future for those who don't. His fresh insights on how to win in today's turbulent marketplace are more relevant than ever."

From the Back Cover: Praise for *Business Agility: Sustainable Prosperity in a Relentlessly Competitive World*

"This is the next evolution of business strategy. This book gives leaders a new model of business agility that balances the need for standardized business processes to drive efficiency with the ability to adapt to marketplace and customer expectations. Hugos makes the business case for adaptability and resiliency just at a time when it is needed most." — John Babiarz, Group President, ARAMARK Healthcare

"We are a \$2 billion commodities manufacturer of foodservice disposables and face many of the challenges described by Mr. Hugos. From our experience in the last several years, I believe business agility and responsiveness is one of the only competitive advantages we can use today to differentiate us from our competitors." — Tom Pasqualini, EVP Global Supply Chain, Solo Cup Company

"Dynamic! Meaningful! Easy to read and understand! Mike Hugos has captured all the aspects that must be successfully integrated for today's firms (small and large) to grow their bottom line. A special area of interest is how he identifies successful military approaches that can be used by the civilian business sectors." — William G. Pagonis, Lieutenant General, U.S. Army (Retired) and former president of Sears Logistics Services

"Business Agility transcends well beyond the mere 'must read' to a definitive 'must do.' Michael provides a thought-filled road map to transform any organization into an agile and responsive team capable of winning in today's complex and ever-changing marketplace." — Steve Poplawski, SVP Logistics Supply Chain, True Value Company

"Given the global economic crisis, now more than ever, agility is at the top of every company's most wanted list. This book carefully lays out practical approaches to finding the right balance for your organization between efficiency and responsiveness. Current business examples and historical references help describe and define approaches to leaping ahead and reaping the ultimate rewards of not just surviving, but thriving in today's very challenging global business environment." — John C. Moon, Corporate Vice President Chief Information Officer, Johnson Outdoors, Inc.

"The concept of agility has been around for some years, but this is where I first saw it in terms of hard and well-defined business benefits. It is a highly accessible book, taking the reader through all these concepts in a manner that puts the topic across in simple terms." — Alagu Balaraman, Vice President Process Architect, Britannia Industries Ltd.