

<<独立见解>>

图书基本信息

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内容概要

What makes for a successful company? In a sometimes breathless, often boyish manner, Semler, a counselor of a Brazilian company (Semco), relates the transformation of a traditionally structured business into one quite literally without walls and rules. Semler details his not-so-easy steps in the metamorphosis: abolishing dress codes and regulations; decentralizing plants; getting rid of paperwork and titles (hence, his appellation as counselor, not CEO); and creating a consultative democracy in which employees set their own salaries and work hours and vote on managerial candidates, among other responsibilities. If it sounds too much like utopia, Semler admits that Brazil's economic downturn has impacted Semco and that, yes, being born with a silver spoon certainly colors his vision. Nonetheless, his is a philosophy that merits some serious thought by managers and workers alike. Barbara Jacobs --This text refers to an out of print or unavailable edition of this title.

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