

Series Preface	
Introduction	p. 1
The Work of General Management	
Six Basics for General Managers	p. 9
Good Managers Don't Make Policy Decisions	p. 20
Strategic Change: "Logical Incrementalism"	p. 32
Management and the World's Work	p. 47
General Managers in the Middle	p. 60
Making Strategy	
How Competitive Forces Shape Strategy	p. 77
From Competitive Advantage to Corporate Strategy	p. 89
Competing Through Manufacturing	p. 115
Making Planning Strategic	p. 134
Strategic Intent	p. 144
Building the Organization	
Muscle-Build the Organization	p. 165
Organization Design: Fashion or Fit?	p. 177
From Control to Commitment in the Workplace	p. 197
Reward Systems and the Role of Compensation	p. 209
Managing Resource Allocation	p. 222
Fast-Cycle Capability for Competitive Power	p. 230
Managing Complexity	
A Framework for Analyzing Government Involvement in Business	p. 245
Managing for Efficiency, Managing for Equity	p. 252
The Challenges, Motivations, and Mentalities of MNC Management	p. 262
General Management in Diversified Firms	p. 271
Can the Best Corporations Be Made Moral?	p. 276
The Social Responsibility of Business Is to Increase Its Profits	p. 287
Leadership	
The Effective Decision	p. 297
The Human Dilemmas of Leadership	p. 307
Managers and Leaders: Are They Different?	p. 317
Index	p. 333

Table of Contents provided by Blackwell's Book Services and R.R. Bowker. Used with permission.