

PM WORLD BOOK REVIEW



Book Title: ***The New Corporate Facts of Life***

Author: **Diana Rivenburgh**

Publisher: **AMACOM**

List Price: US\$27.95 Format: Hard Cover, 223 pages of text

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Reviewer: **Ariane L Stone**

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Introduction to the Book

The New Corporate Facts of Life delivers an instructional approach to evaluating how well your current organization is dealing with changes in technology, social and economic environments. It defines a new set of corporate facts that the reader will learn more about while also tasking them to apply presented ideas and methods to their life and workplace. The presented concepts apply not just to the corporate world but can also be valuable for dealing with changes on a personal level.

The material covered is current and relevant to today's workplace and will continue to matter in the future given that our environments are always changing. The topics of sustainability while being a profitable and resilient company apply to both existing leaders and those that are striving to become leaders.

Overview of Book's Structure

The book's structure is easy to follow. The author starts with defining the "New Corporate Facts of Life (NCFOL)" and each subsequent chapter covers a way to navigate thru these challenges. The chapters are a mix of industry examples based on interviews that the author has done and instructional guidelines for working thru challenges. This merging of theory and real life application are a continuous thread throughout the book and facilitates the reading of the material.

Highlights: What's New in this Book?

Several of the referenced companies may be familiar to the reader but there are plenty of new interview insights that apply to the NCFOL topic to make it interesting to those that have previously studied or read about them. The approach to marry sustainability

with profitability is new and referenced throughout the book. Also the barometers at the end of each chapter are great at doing a review of the material and how to apply the approaches.

Highlights: What I liked!

I thoroughly enjoyed this book. The referenced interview and company stories were refreshing and helped each area being discussed. The topics covered within I are ones that I have great interest in and have not found covered in this way previously. The graphics used were simple but smart and helped bring the point across. The barometers at each chapter are great! I loved penciling in my thoughts for each point and thinking about how I can implement some of the concepts from the chapters.

The book was a delight to read and I relished the time spent with it. I feel that the topics were written about in a refreshing way and it kept my interest from page to page. There were only a couple of type or print set errors but even those did not detract from the overall consummate feel of the book.

Who might benefit from the Book?

Anyone can benefit from this book, whether they are an independent contributor, manager or C-level. Even self-employed or students would benefit since the topic is relevant to everyone. Managing in the face of chaos or challenges applies to all.

Conclusion

The New Corporate Facts of Life are great to review your mindset and challenge existing business beliefs. The book presents real life scenarios and how the challenges were solved by applying innovative and responsible solutions. The overall thread is that we need to step out of our comfortable boxes or mind-sets and become more flexible and creative in providing to our companies and own success.

Both business and people need to focus on sustainability while remaining profitable and happy. The NCFOL provides great insight into how that can be accomplished without moralizing on the subject. Overall it is a book that is worthwhile to read and that has been both informative and pertinent.

The New Corporate Facts of Life, First Edition, by Diana Rivenbaugh, published by AMACOM; 2014, ISBN: 9780814433041; \$27.95 USD; 243 pages, hard cover. More at <http://strategic-imperatives.com>

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