



Beep! Beep!: Competing in the Age of the Road Runner (Hardback)

By Chip Bell, Oren Harari

Little, Brown Company, United States, 2003. Hardback. Book Condition: New. Reprint. 232 x 162 mm. Language: English . Brand New Book ***** Print on Demand *****.Everyone is familiar with the age-old cartoon battles between Wile E. Coyote and the Road Runner - how the determined but hapless coyote plots and plans to capture the elusive bird but never achieves his long-term goal. According to the authors these classic cartoons offer a powerful metaphor for business managers today who are seeking marketplace victories in the decades ahead - the lesson is that those organizations that emulate the Road Runner will prevail; those like Coyote will fail. The truth is that most of today s business executives and managers today are more like Coyote - they have many admirable traits; they are persistent, focused, hungry for results and they keep their eye on the target. But in today s - and tomorrow s - highly competitive world, Coyotes have to learn how to stop relying upon conventional and outdated resources and learn how to rule the road like the Road Runner does with instant speed and extraordinarily ability to adapt to harsh conditions. The book offers numerous examples of today s business...



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