

## What Is Organizational Intelligence?: An Intense Primer (Paperback)



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Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Michael D. McMaster coined the phrase organizational intelligence in his 1995 book, *The Intelligence Advantage: Organizing for Complexity*. Since then, this concept-that an organization itself should be intelligent beyond its individual members-has become the basis of his consulting practice, workshops, and international conferences. Keeping up with the times and being aware of the interplay among new technologies is imperative for businesses. Satisfaction of wants and needs has become cheaper and more convenient than ever before-the focus, therefore, no longer centers on manufacturing new products but on harnessing new ideas. To compete effectively, organizations need to be adaptive entities that straightforwardly welcome change, constantly gathering information, generating new knowledge, and innovating based on those developments. Don t rely on the methods of the machine age-take that essential step into the age of information and technology. This book will show you how. McMaster provides a necessary vocabulary for truly grasping everything the organizational intelligence concept has to offer, inserting quotes and sharing information in list format to transform this complex material into easily comprehensible and actionable practices. *What IS Organizational Intelligence?* is an insightful, thought-provoking, and useful book for forward-thinking senior executives across all industries.



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