



Meaning Inc.: The Blueprint for Business Success in the 21st Century

By Bains, Gurnek

Profile Business, 2007. Paperback. Book Condition: BRAND NEW. Written by leading corporate psychologists, YSC, Meaning Inc outlines why some organisations are flourishing in the 21st century whilst others are failing. The book suggests that what employees, society and customers want from organisations is changing rapidly and successful organisations recognise and respond to these shifts. Based on interviews with over 10,000 managers globally and inspiring case studies from the Tata Group in India, Starbucks, Diageo, Sainsbury's, Goldman Sachs and many more, the book identifies the creation of meaning as the key task for companies to address in the new world. It describes what this actually means, provides tangible solutions to how this can be achieved and the benefits they might expect to gain from this strategy. The book also reaches beyond business how meaning can drive success for nations and individuals. Written by leading corporate psychologists, YSC, "Meaning Inc" outlines why some organisations are flourishing in the 21st century whilst others are failing. The book suggests that what employees, society and customers want from organisations is changing rapidly and successful organisations recognise and respond to these shifts. Based on interviews with over 10,000 managers globally and inspiring case studies from the...



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