



The Unbounded Mind: Breaking the Chains of Traditional Business Thinking (Paperback)

By Ian I. Mitroff, Harold A. Linstone

Oxford University Press Inc, United States, 1996. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Global markets, Japanese competition, the service economy, the sophisticated consumer--American business today faces challenges undreamed of just a few decades ago, and traditional approaches to corporate problems are becoming increasingly less effective. And yet, as the authors of The Unbounded Mind point out, MBA programs still preach--and thousands of American firms hold sacred--an antiquated system of business thinking that is wholly inadequate to the problems they face. In this groundbreaking work, two pioneering thinkers in business studies, Ian I. Mitroff and Harold A. Linstone, pinpoint the profound changes that must occur in the way business executives think, make decisions, and solve problems, if America is to remain competitive. They put forth a radically new approach-- new thinking --and show executives exactly how to employ these special critical and creative tools to clear the hurdles businesses now face. Logic and rationality, they explain, are useful but limited. And traditional simplification often inhibits the ability to ask the right questions and recognize the true problem. But varying perspectives, multiple realities, and openness to multiple solutions are the secrets of contemporary problem-solving,...



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