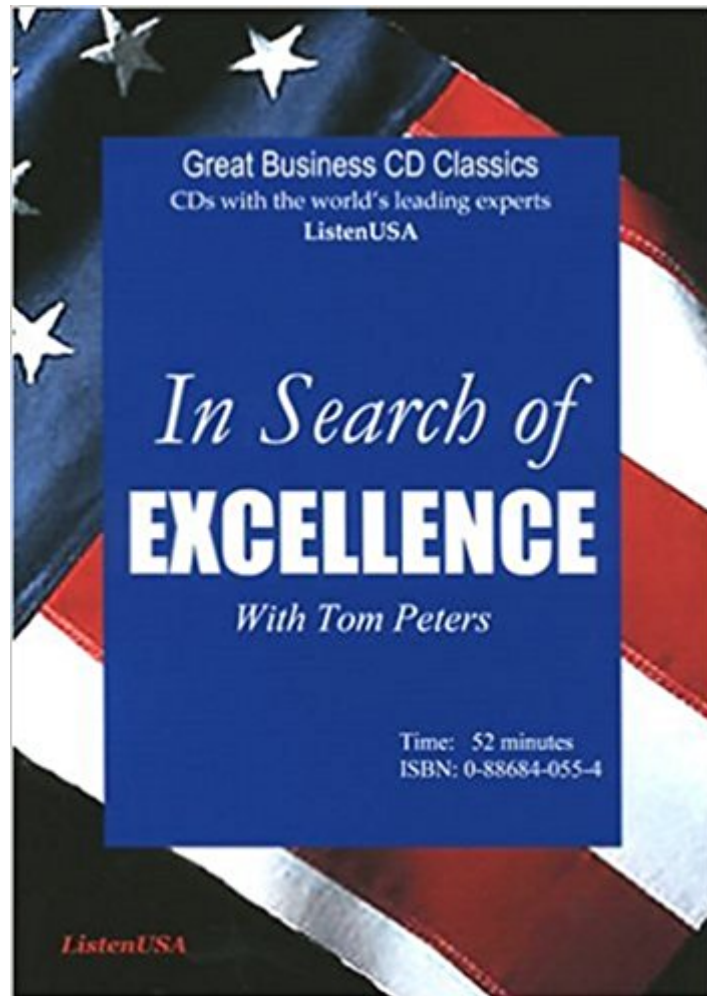




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# In Search Of Excellence



## Synopsis

Tom Peters reveals the top eight successful insights into the mechanisms of major American corporations.

## Book Information

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## Customer Reviews

• One of those rare books on management that are both consistently thought-provoking and fun to read. • (Wall Street Journal ) --This text refers to the Hardcover edition.

The now classic volume that became an immediate bestseller as well as a landmark business book. "One of those rare books on management that are both consistently thought-provoking and fun to read."--Wall Street Journal --This text refers to the Hardcover edition.

Tom Peters is one of the most influential business writers of the last 20 years, and this was his initial work. Published in the early 1980's, the book explored new management methods - revolving around employee empowerment, fostering innovation and decentralized control. Exploring dozens of leading companies, Peters identifies 8 basic principles to "Stay on Top of the Heap":\* Bias to action\* Stay close to the customer\* Promote autonomy and entrepreneurship\* Productivity through people\* Executives need to be hands-on and values driven\* Focus on the business the company knows best\* Keep a simple form and few layers of management\* Foster tight adherence to values and high tolerance for employees accepting the valuesThese 8 principles are tough to argue - yet the majority of the companies Peters profiled in the book subsequently failed or went through

extremely tumultuous times (IBM, TI, Delta Airlines, Dow, Exxon, Dana, Blue Bell, DEC, Amdhal, NCR, Wang and Xerox to name a few). Perhaps they didn't stick to their knitting - or perhaps there are other factors besides the 8. The bottom line is that the book is now nearly 30 years old, and much has changed in that time. Peters has newer books that are more on point for this century. This is a good foundational read, and an exceptional author. It is just 25 years past a 5 star review.

it was a really well written and informative book. i enjoyed it, especially now. A lot of the ideas that GE under both Jones & Welch used were exactly the same as the founders of the United States Constitution put in the Articles. John Adams, Thomas Jefferson, JFK and Trump are very close together on how to market their ideas. The book explained GE's process set by step. Have big over all ideas, and allow the change to set the actions. Every action only last until a change, then it must be replaced or restructured. If all our lawmakers understood this we wouldn't have 2,000 pages of how to do something that changes in 12 months due to improvements or complete new products and services.

Based on researches done by the authors (Peters and Waterman), this book discusses eight basics or themes that had proved, as per the authors, prevalent amongst 'excellent' companies more than 30 years ago; namely- A bias for action, Close to the customer, Autonomy and entrepreneurship, Productivity through people, Hands-on value-driven, Stick to the knitting, Simple form lean staff, and Simultaneous loose-tight properties. Although these eight basics are recommended to nurture excellence in any company, I am still in doubt whether they are timeless and sufficient. After reading the book, the first question that comes to one's mind is that whether these 'excellent' companies are still so? If not, which was the real case with some of the mentioned companies, was it because of weaknesses in the 8 basics, or due to 'invisible' rules or basics that were not addressed by the authors in the book? The reader should avoid the trap of comparing her company to any of the companies mentioned in the book, instead, she should benchmark against the 8 basics per se. Companies change while basics do not if prove successful. Regardless of whether the performance of these 'excellent' companies are maintained throughout the years or have deteriorated, I believe this book is a must read for any executive or business leader as it still delineates some of the best business behaviors to survive global challenges existing over ages.

Wish I'd read this in high school. A book of mentoring for those who don't have the types of mentors to help them achieve their greatest potential. If one happens to have Jack Welch or Warren Buffet,

Zig Ziglar, Oz Guinness or Bill Gates as a mentor, then you probably don't need this book. If not, you probably should get it. I mean, seriously, a \$10 investment for hundreds of years of billion-dollar life coaching!

Like all classics, *In Search of Excellence* demonstrates its timeless relevance and it's slightly dated reference. Today different brands would replace some of those on Peters' list. However, the underlying principles are as relevant as ever. An excellent read, as applicable today as on it's first day in print.

I have thoroughly enjoyed reading this book. This book was recommended to me by one of my professors at ETSU. It has great perspective and insight into finding and creating excellence within the work place.

1 of the best books on Corporate Management, which continues to give basic lessons, and even more compelling in global companies and markets.

Like many groundbreaking works, this one must be seen as important when it was written for what it said then, and important now for what it has led to. Inspired, without doubt, by the monumental Drucker study of IBM, it took case analysis a step further. Its seminal ideas are found in many contemporary studies and schools of management thinking which have taken these principles yet further. That doesn't mean it should no longer be read. But, after reading it, and to get the most from reading it, other contemporary works should be included in your reading list. For example, Jim Collins' "Built to Last" and "Good to Great", and John Roberts' "The Modern Firm" take Peters and Watermans' original insights many steps further. "In Search of Excellence" however, is unlikely to lose its status as a classic, and the broad strokes of its conclusions will continue to be recognized as timeless principles.

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