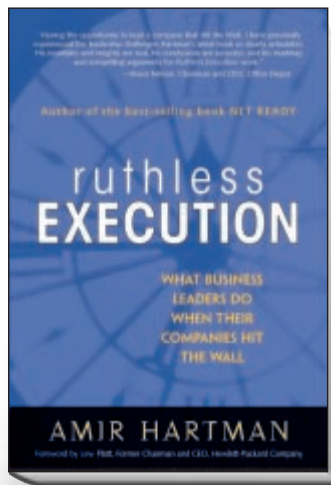


USING ADVERSITY AS THE GROUNDWORK FOR REVITALIZING YOUR COMPANY



AMIR HARTMAN

RUTHLESS EXECUTION

What Business Leaders Do When Their Companies Hit the Wall

WHAT HAPPENS WHEN YESTERDAY'S GROWTH STRATEGIES AND BUSINESS MODELS STOP WORKING?

Most companies that “hit the wall” never get past it. But a rare few have discovered the secrets of recharging growth and innovation. *Ruthless Execution* shows how to apply the lessons they’ve learned to engineer your own resurgence.

It’s about taking stock of where you really stand, choosing the best strategy for renewal, and executing on that strategy with unprecedented clarity and tenacity. It’s about leadership, values, and governance. It’s about cost control, productivity, and priorities. Above all, it’s about doing what a number of great companies have already done or are in the midst of doing again: getting beyond adversity to breakthrough success.

Uncover when and how to strategically recalibrate and balance between performance and growth; new ways to promote accountability; how to use performance metrics without burying your people in trivia; and how to promote real discipline without promoting bureaucracy. Discover the “critical capabilities” that are keys to performance breakthroughs.

Learn by example with case studies of leadership teams who have used these strategies to overcome performance stalls. Baxter, Novartis, Honeywell, IBM, Cisco, and more... all different, yet all unified by one common element: *ruthless execution*.

“Having the opportunity to lead a company that Hit the Wall, I have personally experienced the leadership challenges Hartman’s latest book so clearly articulates. His examples and insights are real, his conclusions are accurate, and his roadmap and compelling arguments for *Ruthless Execution* work.”

—Bruce Nelson, Chairman and CEO, Office Depot

ABOUT THE AUTHOR

AMIR HARTMAN, a leading global authority on corporate and technology transformations, is an international bestselling author and sought-after advisor to companies in a broad cross-section of industries, including consumer products, manufacturing, retail and business services. Hartman is on the faculty at Berkeley’s Haas School of Business and previously was a Senior Fellow at the Harvard Business School Interactive, where he taught in the Executive MBA program. He is the founder and managing director of Mainstay Partners (Redwood City, CA), which provides strategic services to business leaders in companies such as HP, Honeywell, Oracle and Office Depot. A frequently requested speaker at forums for senior business leaders, Hartman is the author of *Net Ready* and *Search for Digital Excellence*. Visit the author’s Web site at: www.ruthless-execution.com.

AVAILABLE JULY 2003
CLOTH, 256 PAGES
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- Breaking through to new growth—3 core strategies based on productivity, talent management and M&As
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