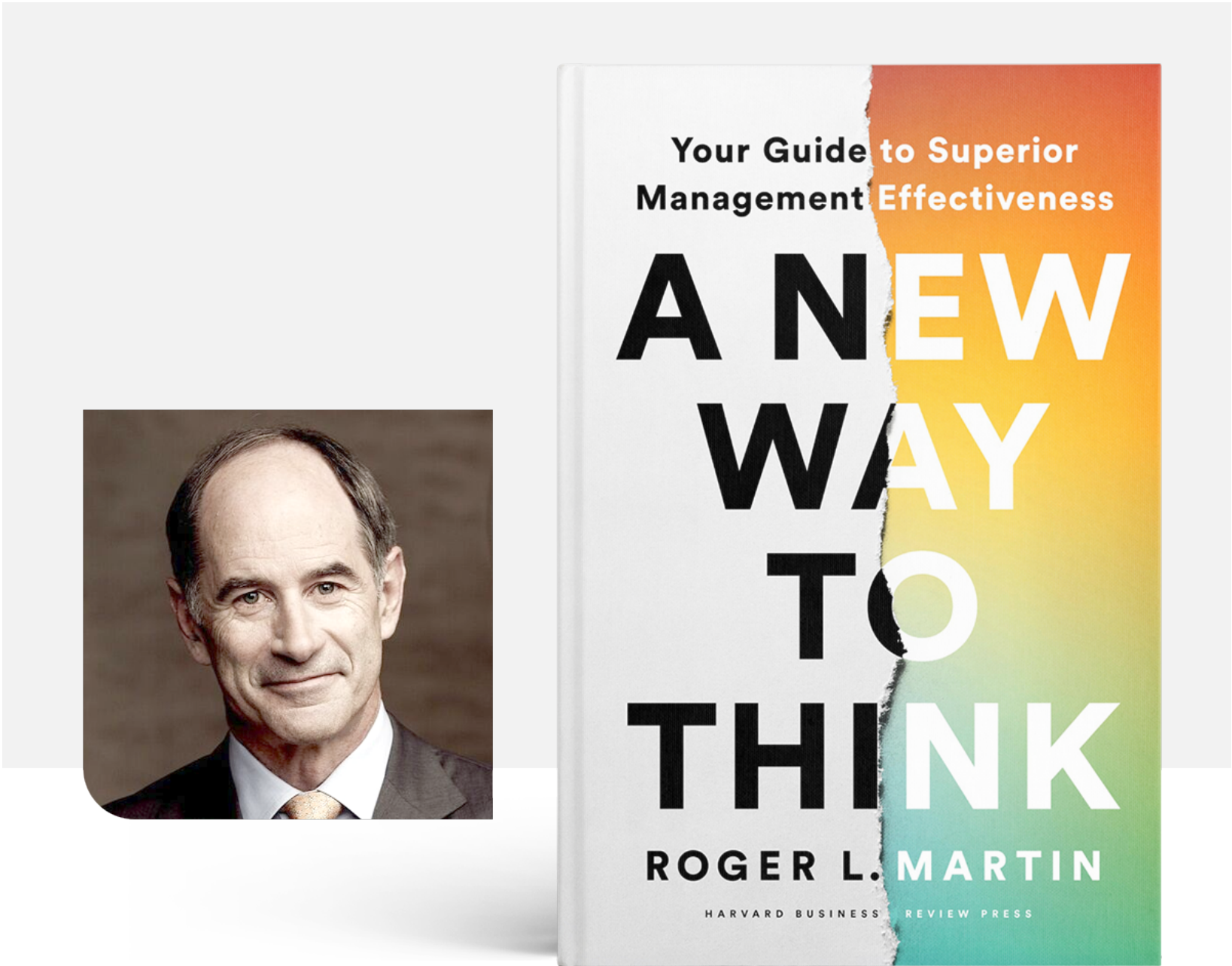


Recommended by Rory Sutherland



A New Way to Think

‘It is not about focusing on Profit (shareholder value), but on Customers and Talent’

It happens at the front line, not at the head office. It is about a better way of thinking about customers. Make customers the top priority, so corporate decision-making improves. The thing is that customers decide on a company’s revenue. The CEO decides on costs. This thinking puts customers before shareholders. Never the other way around. Considering the fast pace of change, business models and cultural behaviour must change. Culture is how individuals work with each other and interact. Cultures are powerful. There is a shift from capital to talent. Talented knowledge-workers produce essential decisions. In a talent environment people must feel special, which is more important than compensation.

Start reading & listening

The global Reading Club also recommends:



Think Again

Developing the power of knowing what you don’t know

Most of us spend too much time on thinking what we know. We must rethink our assumptions, opinions, and our most important decisions. Those who do rethink their first answers, improve their scores more than those who stay anchored to their initial thoughts. Rethinking is about adopting mental flexibility and about succeeding where we failed. We need to move into a ‘scientist mode’ of thinking, searching for the truth. It is a path of learning from others as a regular habit.

Start reading & listening

The Global Reading Club summarizes content of books since 2015, in standardized formats to facilitate optimal learning.



30/45 min read



15/30 min read



15 min study



20/30 min listen

Join as an editor

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