



The Cure: Enterprise Medicine for Business: A Novel for Managers

Dan Paul, Jeff Cox

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A novel about transforming organizations from the author of bestselling business books *The Goal* and *Zapp!*

The Cure is a novel for managers about transforming an under-performing bureaucratic organization into a boundaryless, fact-driven management culture like the one that made Jack Welch's General Electric so consistently successful. It offers real, practical advice for overcoming political inertia, reinventing the company, and doing it in a year or less. By giving each key character a distinct voice, readers are reminded of people they have met and who may even sit in the desk next to them. These characters interact realistically and act pragmatically, and as a result readers become invested in how these people tackle their challenges and create real solutions.

The methods described in the book have been successfully employed at many of high-profile companies, such as Black & Decker, Coleman, Emerson, Parker Hannifin, Textron, United Stationers, and Moen. *The Cure* argues that modern organizations must be flexible, quick, and boundaryless in order to thrive and survive, but it also shows managers how to make it happen fast. Based on the successful management theories of Dan Paul's General Management Technologies, *The Cure* accomplishes these things in the form of an entertaining, enlightening, and dramatic business narrative.

Jeff Cox (Murrysville, PA) is a creative writer known for weaving progressive business concepts into compelling fiction. He is the coauthor of such business bestsellers as *The Goal*, *Zapp!*, and *Heroz*.

Dan Paul (Pittsburgh, PA) is CEO of General Management Technologies, a consulting practice which focuses on the alignment of clients' strategies, work processes, and culture in order to target all the functions of a business on the same priorities. Formerly with General Electric, he's worked with many high-profile clients and spoken at many conferences on strategic management for Business Week and the American Management Association.

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