

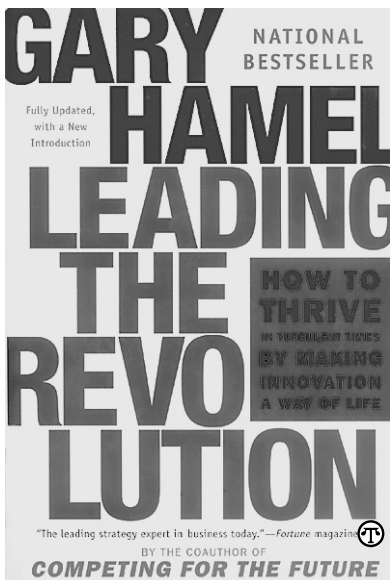


BOOK NEWS & NOTES

A Revolutionary Approach To Business

(NAPSA)—If businesses are to thrive in turbulent times, innovation has to become a way of life for executives and managers.

That's the theme of a new book from a leading business strategist and expert in organizational change. Based on an extensive



study of companies such as Charles Schwab, Virgin and GE Capital, the book describes what author Gary Hamel refers to as radical innovation and how to achieve it.

Leading the Revolution (Plume, \$16.00) shows how companies can create the future, instead of wasting time trying to predict it.

The book also explores where revolutionary new business concepts come from and identifies the key design criteria for building companies that are activist-friendly and revolution-ready.

Hamel has led change initiatives within many of the world's leading companies. In his work he helps companies to imagine and create the new rules, new businesses and new industries that will define the industrial landscape of the future.

Leading The Revolution is available wherever books are sold. Learn more at www.leadingtherevolution.com.