
Contents

Preface xi

Acknowledgements xvii

- 1** The Conductive Organization 1
- 2** The Customer Imperative 23
- 3** The Knowledge Capital Model 35
- 4** Customer Calibration 53
- 5** The Strategy-Making Perspective of the Conductive Organization 75
- 6** Internal and External Branding: The Character of the Conductive Organization 97
- 7** Culture: The Collective Mindsets of the Conductive Organization 113
- 8** Structure: The Custodians of Conductivity 137
- 9** Systems: Generating Capabilities 155
- 10** A New Leadership Agenda for the Conductive Organization 183
- 11** From Conductive to Highly Conductive—The Evolving Organization 207

Glossary 231

About the Authors 235

Index 239