



# Transformation Management

Towards the Integral Enterprise

**Ronnie Lessem, University of Buckingham, UK and  
Alexander Schieffer, University of St. Gallen, Switzerland**  
Transformation and Innovation



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The concept of transformation has long been known to the sciences and has been around in the popular vocabulary for several decades. Because it has never been fully developed as a managed process and applied to our organizations, the way in which we have been trying to deal with the complex issues we face today is looking increasingly inadequate.

Transformation management, argue the authors of this inspirational book, now provides the opportunity for the application of the first significant world-wide innovation in the way we manage since Drucker put management itself on the map in the 1950s. In a book that draws on seminal theses and practical examples from the four corners of the world, Ronnie Lessem and Alexander Schieffer provide leaders, students of leadership, managers and change agents with a trans-culturally tested, integrated approach to leadership and management.

Only through a redefinition of what leadership, management and entrepreneurship amount to, say the authors, can organizations be transformed into sustainable enterprises capable of dealing with the burning issues of our time. Leaders are coming to realise that it is no longer possible for organizations to operate in any sort of isolation from the society and the wider world in which they exist, but paying lip service to notions of either social responsibility or globality is not good enough. From this indispensable book, those whose enterprises are to have any hope of becoming authentically socially responsible or authentically global will learn to understand and activate the process that dynamically links any organization with the society in which it is embedded and that links the local with the global.

The practice of transformation management is about creating real value... for organizations, people, and society. This book, from the Transformation and Innovation Series, makes that practice possible.

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Prologue. Part 1 Introduction - The Fundamentals of Transformation Management: Management and Transformation; The Four Fundamentals of Transformation Management. Part 2 The First Fundamental of Transformation Management: Nature and Transformation; Strategic renewal; Self, organizational and societal renewal. Part 3 The Second Fundamental of Transformation Management: Culture and transformation; Cultural dynamics; Transcultural learning and co-creation. Part 4 The Third Fundamental of Transformation Management: Science and transformation; Research to innovation. Part 5 The Fourth Fundamental of Transformation Management: Management and transformation; Transforming marketing into community building; Transforming human resources into conscious evolution; Transforming operations into knowledge creation; Transforming finance into sustainable development. Part 6 Transformation Management: Enterprise and transformation. Part 7 Epilogue. Index.

## About the Author

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Professor Ronnie Lessem is a graduate of Harvard Business School and the London School of Economics. He has been an adjunct professor at IMD, Lausanne and is now Director of the Trans-cultural Centre and programmes at the University of Buckingham, UK. Ronnie Lessem was the managing director of a clothing business in South Africa and he has acted as a consultant and adviser on organisational learning, knowledge creation and cross-cultural management to international companies such as the Anglian Water Group in the UK. He is currently working with Virgin Group companies. Professor Lessem has written over twenty books on subjects including organisational development, change and transformation.

Dr. Alexander Schieffer studied economics, business administration, law and social sciences at the University of St Gallen in Switzerland. He also gained a Doctorate in Leadership at St Gallen. Dr Schieffer is a member of the Society for Organisational Learning and the World Business Academy. He has published a variety of articles and books in the last ten years.

Both authors run doctoral programmes at Bethel University, USA , and Buckingham University, UK on Social and Economic Innovation, and are currently designing curricula for sustainable business and economics at Sekem's Heliopolis University in Egypt. They are co-founders of the Geneva-based TRANS4M Four World Center for Social Innovation.  
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