



Acupuncture for Management

Antonella Mei-Pochtler

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Since 2003 Dr. Antonella Mei-Pochtler has authored a series of highly successful and original columns on management in the Austrian newspaper *Der Standard*. This volume presents a selection of these columns. From contemporary events and personal experience, Mei-Pochtler distills essential ?????? and timeless ?????? management topics in succinct form: strategy and leadership, organization and corporate culture, creativity and innovation. As business expert and BCG brand guru, Mei-Pochtler allows herself the luxury of stretching the boundaries of "business" to all areas of life. She translates significant trends into facts and figures and questions them with regard to positive implications for concrete action. The format of the book deliberately crosses boundaries blending words and images, rationality and emotions, logic and intuition. Here, images function as more than just the usual ornamentation or commentative accessories; like the text, they are meant to provoke and inspire.

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