



Bust The Silos: Opening Your Organization to Growth

Hunter Hastings, Jeff Saperstein

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Bust the Silos: Opening Your Organization for Growth by Hunter Hastings and Jeff Saperstein presents a comprehensive and all-inclusive approach for understanding the dynamic and cutting edge paradigm shift represented by Demand Creation. The productivity revolution of the last twenty-five years occurred in the organization of the supply chain. The next twenty-five years will be about organizing the demand chain to ensure sustainable and profitable long-term growth for global corporations. This book explains how to design organizations and processes that can make demand creation a scientific, process-based and repeatable management science. Written in concise, well organized, and jargon free prose, Bust the Silos represents a sea-change strategy in organizational growth and development. Busting out of the old models of corporate innovation, authors Hastings and Saperstein bring a fresh, new perspective to the challenges facing globally minded companies.

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