June 16, 2008

Book Review 15 The Future of Management by Bill Breen and Gary Hamel

William C. McPeck

Available at: https://works.bepress.com/william_mcpeck/9/

The Future is What You Will Make It, June 16, 2008, Rating: 5 Stars

This is an interesting book. While the title says "The Future of Management," the book is about more than just management. It is also about change, change as it impacts an organization's development and resilience/adaptability. This book uses a wide ranging definition of management and management processes.

In today's Web 2.0 environment, Gary Hamel argues that our current command - control type of management practices are actually toxic to organizational success and excellence. Hamel argues that what is needed today is management innovation or Management 2.0. He sees management innovation being needed in the areas of managing talent, allocating resources, organization structural design and the building of operational strategies.

If you are looking for a prescriptive answer to future of management, this book is not for you. Rather than offer his own prescription, Hamel has chosen instead to offer the reader/manager a series of questions throughout the book. Questions designed to help you, the reader, think about the type of management innovations needed within your own organization. Questions designed to help you mold your thinking about the management philosophy and practices you can use within your organization to successfully compete and thrive in the future.

If there is a fault with the book, I would say it lies in the examples Hamel uses to illustrate his key points. I wish he had used more examples (if they even exist) from the more traditional, hierarchical, bureaucratic type organizations in existence today, rather than those organizations specifically created from the beginning as innovative type organizations.