

Eric Hoffer Book Awards

***Churchill's Adaptive Enterprise:
Lessons for Business Today***

by Mark Kozak-Holland
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Churchill is recognized as one of the most inspiring figures of the twentieth century, almost single-handedly keeping a nation on its feet in the face of destruction. Kozak-Holland uses these lessons to motivate Information Technology professionals. The comparison is an environment of rapid change and adaptability. The business world is littered with examples of companies that have failed in the face of sweeping changes, and the IT professional often stands at the forefront of these assaults. In moments of crisis, it's not a bad idea to ask: What would Churchill do? Kozak-Holland shows us, making contemporary comparisons to the famous leader's approach to problem solving.

