



# Summary : Mobilizing Minds - Lowell Bryan and Claudia Joyce: Creating Wealth From Talent in the 21st Century Organization

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**Complete summary of Lowell Bryan and Claudia Joyce's book "Mobilizing Minds: Creating Wealth from Talent in the 21st Century Organization".**

This summary of the ideas from Lowell Bryan and Claudia Joyce's book "Mobilizing Minds" shows that a company's existing workforce is the key to its growth - not its technology, systems or any other assets. In their book, the authors explain that the central theme of your corporate strategy should be to redesign your organization in order to better mobilize the mind power of the people who already work for you. This summary provides everything you need to design an organization that can better capture the opportunities of the 21st century.

## **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Mobilizing Minds" and discover the key to structuring your organization for future success.**

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