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The New Pioneers: The Men and Women Who Are Transforming the Workplace and Marketplace

Thomas Petzinger Jr

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In THE NEW PIONEERS, Thomas Petzinger travels the wide world of business, from banking and baking to weaving and web design, to uncover the entrepreneurs on the sharpest edges of change in business today. His startling conclusions reveal not only a changing of the guard, but a revolution in values that emphasises creativity and collaboration. With compelling storytelling and keen insight, Petzinger draws from 30 case studies of companies around the world. Despite the image of economic instability suggested by the megamergers, takeovers, and downsizing that command the front pages of the financial press, Petzinger finds an opportunity rich economy growing in the small firm. By exploring the pioneering use of motivational strategies and novel compensation systems which create a new kind of workforce, Petzinger illuminates inspiring examples of creativity flourishing 'at the edge of chaos'. Intelligent and profound, THE NEW PIONEERS is an engaging study of a varied cast of innovators who value resilience, reward, and individuality more than conformity to a corporate regime.

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