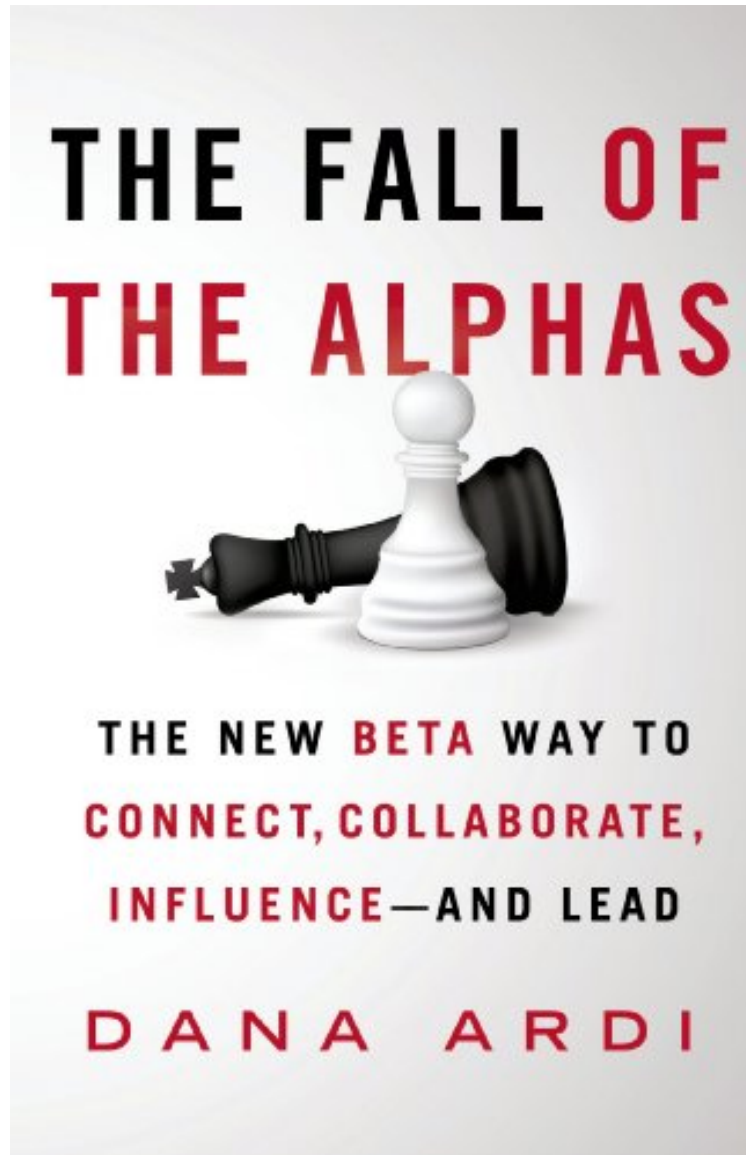


# The Fall of the Alphas: The New Beta Way to Connect, Collaborate, Influence---and Lead

Dana Ardi

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**Dana Ardi : The Fall of the Alphas: The New Beta Way to Connect, Collaborate, Influence---and Lead** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Fall of the Alphas: The New Beta Way to Connect, Collaborate, Influence---and Lead:

7 of 8 people found the following review helpful. Just read the book summaryBy A. SchwarzFall of the Alphas is based on a fine concept - old-school, jerk, misogynist, power-hoarding leaders will fail; self-critical, power-sharing,

leaders who empower their teams and encourage innovative ideas will win. The rest of the book is filled with loosely relevant personal anecdotes from the author and generic motivational quotes and sayings ("Humility is a final achievement" -fortune cookie). I was excited about the underlying premise of this book, but was disappointed with its lack of specific ideas and tactics for being a "Beta" leader. 0 of 1 people found the following review helpful. Fantastic leadership book By William Ripley Fantastic leadership book. Gets a bit slow in the middle, but really picks up again at the end. Great perspective and insight for any leader. 0 of 3 people found the following review helpful.

REMARKABLE BOOK By David 'The Fall Of The Alphas' is such a good book, written by such a remarkable author. Highly recommend buying it! Xx

The new model for business success: replace top-down Alpha management with collaboration, connection, and increased job satisfaction; the Beta model The Fall of the Alphas explores the sweeping changes taking place in the corporate and social cultures of today's most successful organizations. Utilizing years of advising companies of all sizes, hypergrowth startups to Fortune 500 company management teams, Dana Ardi identifies a pivotal evolutionary moment: the decline of the traditional Alpha-model (the top-down, male-dominated, authoritarian, corner-office hierarchy that has ruled organizational landscapes for so long), as it is replaced by collaboration, connectivity, and the sharing of power. As Ardi persuasively demonstrates, in the new Beta organization, it is the team players, the sage advisors, the network experts, the trusted assistants, and the communications facilitators who are coming to the fore, as savvy managers learn to lead through influence and collaboration rather than authority and competition. From technology behemoths to small and medium-sized businesses, Beta has become the new paradigm for success in today's challenging market. With insight and practical guidance, Dana Ardi shows how any business organization or team can re-organize from Alpha to Beta; and be more effective, flexible, and profitable

From Booklist The alpha model; boss reigning from the corner office, issuing orders, and maintaining distance; is slowly being replaced as the model for business success. What works better in the information age is the beta model; management by collaboration, connection, and shared power. After years of advising Fortune 500 companies, Ardi has observed the evolution from hierarchic to horizontal management. Knowledge industry startups have provided the model that more traditional companies are beginning to adopt, and Ardi furnishes ample case studies of both. But she looks beyond the contemporary business world to provide history of the evolution of labor from hunter-gatherers to farmers, from the industrial to the information age, and the impact of globalization that makes the alpha model outdated. She also looks to anthropology, biology, genetics, psychology, sociology, and information technology for the social forces that have prompted a reexamination of alpha male-dominated organizational structure. Noting the potential of higher flexibility and creativity promised by the beta model, Ardi offers solid advice on how more companies can make the switch. An insightful look at a pivotal change in business management style. --Vanessa Bush "Noting the potential of higher flexibility and creativity promised by the beta model, Ardi offers solid advice on how more companies can make the switch. An insightful look at a pivotal change in business management style." Booklist "Dana Ardi explores a new world of collaborative organizations which are poised to blow past the old command and control model." David Karp, Chief Executive Officer of Tumblr "Dana Ardi gives a voice, and a name to the behavioral shift underway in society and business today. As I read this book, I found myself thinking intensely about her new model for leadership, and what it means for our clients and our company." Frederick Crawford, Chief Executive Officer of Axi Partners "The Fall of the Alphas offers a brilliant analysis for manageable transformation. Dana Ardi's insights will show you how to bring your company into the more sustainable model of collaborative structure." Jonathan Miller, partner, Advant Capital, former chief digital officer for News Corporation, and former CEO of AOL Inc. About the Author DANA ARDI is a leader of the human capital movement, distinguished by her expertise in the executive coaching and recruitment field. She is Managing Director and Founder of Corporate Anthropology Advisors, working to advise and transform businesses through people. She lives in New York.