Restoring the Human Side of Business

April 1, 2012

Download *IESE Insight* magazine (Issue 13, Q2 2012) about stripping away the mechanistic view of management and humanizing the firm once again.

- IESE's **Rafael Andreu & Josep M. Rosanas** present their Manifesto for Better Management, with seven recommendations to move us toward a more humanistic

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model.

- **Claudia Peus** (TUM School of Management) considers the humanistic leadership principles underpinning successful organizations, and offers guidelines for managers on the factors that are hugely important for managing organizational change initiatives effectively.
- **Michael Pirson** (Fordham University) **& Shann Turnbull** (International Institute for Self-Governance) propose the adoption of *network governance*, which they say would prevent power abuse and allow for greater cooperation among all stakeholders.

Also in this magazine:

- **Miguel Cantillo** discusses what companies like Facebook can hope to gain from going public.
- **Marta Elvira, Carlos Rodriguez-Lluesma & Nuria Mas** identify best practices and business opportunities in the management of care services to cope with the aging populations of industrialized countries.

Plus: **Antonio Urcelay,** president of Toys R Us Europe, discusses the challenges of his sector, including outsourcing to China, the rise of emerging markets, e-commerce, and the role and responsibility of management.

A case study on **Kola Real** considers the Latin American cola maker's chances of becoming a top multinational in a soft-drink market dominated by Coca-Cola.

And finally, **David McNeill of Transport for London** talks about the logistics of moving millions of visitors during the 2012 Summer Olympic Games in London.

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