



Digital Cowboys: So führen Sie die Generation Playstation (German Edition)

Pekka A. Viljakainen, Mark Müller-Eberstein

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Sie werden die Kultur der Unternehmen schneller verändern, als alle Generationen vor ihnen. Die Digital Cowboys sind in den Unternehmen die Leistungsträger von morgen. Als Digital Natives sind sie mit Social Media und modernen Technologien aufgewachsen. Diese Generation hat ihre eigene Sprache, ihre eigenen Werte und Besonderheiten.

Doch wie führt man die Generation Playstation? Kann man sie überhaupt führen oder spielen die Online-Individualisten doch nur nach ihren eigenen Regeln?

Eins ist sicher: Mit den Methoden traditioneller Führung und hierarchischem Denken kommen Sie da nicht weiter.

Nur keine Angst (No Fear) vor dieser Generation, sagen Pekka Viljakainen und Mark Müller-Eberstein, wenn Sie als Führungskraft bereit sind, sich auf die Bedürfnisse der neuen Mitarbeiter einzustellen. Am besten: nicht ignorieren und sich furchtlos an die Neuerungen wagen, dann werden aus den "individuellen Egoshootern" perfekte Teamplayer mit Höchstleistungspotenzial.

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