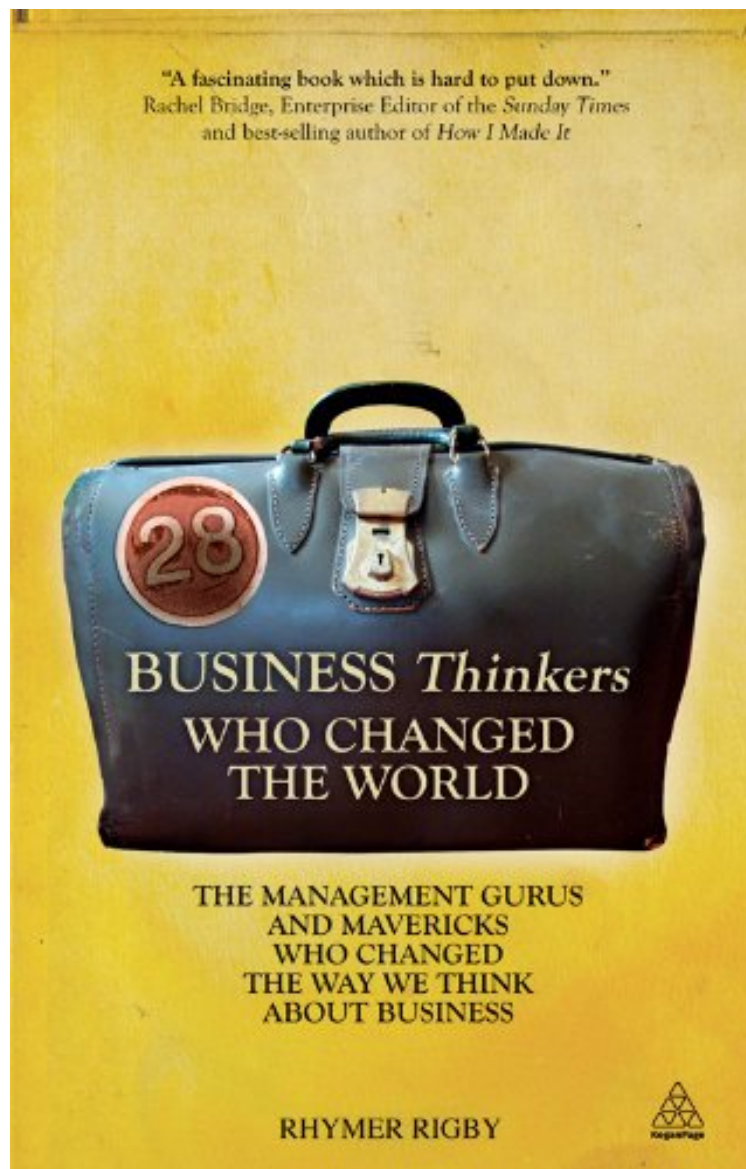


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28 Business Thinkers Who Changed the World: The Management Gurus and Mavericks Who Changed the Way We Think about Business

Rhymer Rigby

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28 Business Thinkers Who Changed the World is a guide to the people who have fundamentally reshaped their industries and the way we do business today. Some of these game changers are great intellectuals while others are 'gut instinct' types; some are motivated by desire to change the world, while others are driven by money and power. Bursting with energy and wit, Rhymer Rigby profiles the top business brains of our time to show you the humans behind the headlines and how they changed the global business landscape. From Oprah to Mark Zuckerberg, Peter Drucker to Steve Jobs, find out how they made it, the risks they took and the legacies they leave behind.

ldquo;Rhymer Rigby provides a delightful antidote to the empty hyperbole already filling the airwaves. Overallhellip;28 Business Thinkers Who Changed the World is a well executed introduction to the men and women who have left an indelible mark on society of late.rdquo; --Joseph Thompson, ForeWord Book snbsp;"...provides compelling reading on the key world players who fostered business innovations. A very likely writing style lends to biographies and business insights that even non-business readers will appreciate...Business and general collections will find this a top pick!" --Midwest Book nbsp;"From the entrepreneurship of cosmetic giant Mary Kay Ash to the phenomenal success of Facebook's Mark Zuckerberg, Rigby offers an insightful, balanced account of the impact that these leaders have had on today's global businesses. The author's excellent writing style is enhanced with a touch of humor and a genuine sensitivity to the legacy of his subjectshellip; Summing Up: Recommended. All levels of undergraduate students, practitioners, general readers." --CHOICEAbout the AuthorRhymer Rigbynbsp;is an independentnbsp;journalist.nbsp;n timer nbsp;He writes a weeklynbsp;slot forn timer nbsp;The Financial Timesnbsp;and has written for dozens of publications, includingnbsp;The Sunday Telegraph,n timer nbsp;The Independent,n timer nbsp;GQn timer nbsp;andn timer nbsp;Arena. He was previously the features editor forn timer nbsp;Business 2.0n timer nbsp;and currently writes forn timer nbsp;Management Todayn timer nbsp;andn timer nbsp;Human Resources.