

# VISION & LEADERSHIP

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## Values and Strategies Towards VISION 2020

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It is a certainty your company will sink without management. Management—whether good or bad—will determine the course your business takes.

**VISION & LEADERSHIP:**

**Values and Strategies Towards Vision 2020** brings you the most effective management concepts, techniques, styles and tricks that need to be adopted to achieve Vision 2020.

The objective of this book is to stimulate strategic and creative thinking among corporate managers and executives on what needs to be done so that Malaysian organizations can compete more effectively in the 1990s and beyond. It is only by focusing on excellence, quality, creativity and greater productivity can we compete better and derive greater profitability for our companies—and the nation.

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