



The Power of Management Capital: Reconnecting the Disconnected Corporation

Armand Feigenbaum

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From the man whom *BusinessWeek* has called a "founding father" and the "hands-on implementer" of the Quality Movement comes a breakthrough approach to management and leadership

Just as Armand Feigenbaum's pioneering Total Quality Control changed the world's approach to quality and productivity, *The Power of Management Capital* will also transform the contemporary business landscape.

The Power of Management Capital explains the new business model of "management capital"--what it is and how the deployment of management assets sets pacesetter companies apart from the also-rans and business failures of the past decade.

Armand Feigenbaum and his brother Donald, an executive vice president at General Systems, Inc., provide a definition of the distinct components of management capital--it is the physical assets, the culture, the approach to innovation, the intellectual capital, the human resources, etc.--and then show how the deployment of each of these assets is key to successful growth and profitability.

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