



## Mavericks at Work

*William C. Taylor, Polly G. LaBarre*

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Business as usual is a bust . . .

In industry after industry, organizations that were once dismissed as upstarts, wildcards—mavericks—are making serious waves and growing fast. From high-profile innovators such as HBO and Google to funky sandwich shop chains, the truly imaginative and unconventional businesses are changing the way things are done—providing new approaches, strategies, and outlooks, as well as better ways to compete, lead, and succeed in the twenty-first century.

The first book to document this change, *Mavericks at Work* is business "edutainment" for a smart, ambitious readership, profiling some of the most exciting—and often eccentric—CEOs in the United States, while detailing their remarkable strategies for success

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