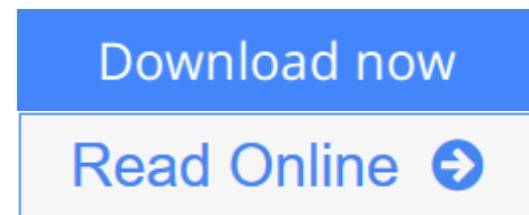


Leadershift: Reinventing Leadership for the Age of Mass Collaboration

By Emmanuel Gobillot



Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot

Leadershift is about adapting and changing traditional models of leadership in response to the influence of mass collaboration, a form of collective action involving large numbers of people working independently on a single project – Wikipedia, for example. As traditional models of collaboration are radically altered, those in leadership roles need to understand their place in this new hierarchy and how to respond. Mass collaboration requires a form of leadership that is prepared to let go of the experience, expertise and control it holds precious and be able to see mass participation as an opportunity rather than a threat.

Emmanuel Gobillot describes how to adapt traditional leadership roles, and presents the tools necessary to succeed in this new age. His model allows leaders to successfully engage with these communities, recognize and develop talent, and win customer loyalty.

Each chapter concludes with a “30 second recap” that summarizes key ideas.



[Download Leadershift: Reinventing Leadership for the Age of ...pdf](#)



[Read Online Leadershift: Reinventing Leadership for the Age ...pdf](#)

Leadershift: Reinventing Leadership for the Age of Mass Collaboration

By Emmanuel Gobillot

Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot

Leadershift is about adapting and changing traditional models of leadership in response to the influence of mass collaboration, a form of collective action involving large numbers of people working independently on a single project – Wikipedia, for example. As traditional models of collaboration are radically altered, those in leadership roles need to understand their place in this new hierarchy and how to respond. Mass collaboration requires a form of leadership that is prepared to let go of the experience, expertise and control it holds precious and be able to see mass participation as an opportunity rather than a threat.

Emmanuel Gobillot describes how to adapt traditional leadership roles, and presents the tools necessary to succeed in this new age. His model allows leaders to successfully engage with these communities, recognize and develop talent, and win customer loyalty.

Each chapter concludes with a “30 second recap” that summarizes key ideas.

Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot Bibliography

- Rank: #3687394 in Books
- Brand: Brand: Kogan Page
- Published on: 2011-06-15
- Original language: English
- Number of items: 1
- Dimensions: 8.53" h x .46" w x 5.44" l, .54 pounds
- Binding: Paperback
- 192 pages



[Download Leadershift: Reinventing Leadership for the Age of ...pdf](#)



[Read Online Leadershift: Reinventing Leadership for the Age ...pdf](#)

Download and Read Free Online **Leadershift: Reinventing Leadership for the Age of Mass Collaboration** By Emmanuel Gobillot

Editorial Review

Review

"[T]his smart and readable volume was a very pleasant surprise.... I'll be sure to keep track of [Gobillot] henceforth." -- ***Miami Herald***

"In today's wikinomics world, yesterday's leadership traits can be a liability. *Leadershift* shows leaders how to prepare their collaborative minds." - **Don Tapscott**, author of *Wikinomics*

"The book's arrival is timely, because its subject matter is a truth of the commercial environment.... I found the analysis both convincing and helpful." -**Management Today**

"Gobillot, a leadership consultant, defines mass collaboration as the collective actions of large numbers of people accomplishing goals independent of organizations, using social media technology, wikis, and virtual worlds such as Second Life. He explains what this phenomenon means for leaders in the new communal landscape and exhorts leaders in private, public, and nonprofit organizations to adapt to this new paradigm by letting go of control. He reviews trends shaping mass collaboration: multiple generations are increasingly working alongside each other, expertise is now found outside the organization as well as inside, and organizations must fight for the attention of employees and customers. The rest of the book explains how leaders can fulfill their roles in the age of mass collaboration and how they must shift their priorities. Brief chapter summaries and an annotated list of recommended books are included." -- **Book News Inc.**

About the Author

Emmanuel Gobillot is a senior practitioner in the area of leadership and organization effectiveness, and a speaker and commentator on communication, innovation and leadership issues.

Users Review

From reader reviews:

Steve Duran:

The knowledge that you get from *Leadershift: Reinventing Leadership for the Age of Mass Collaboration* may be the more deep you searching the information that hide inside words the more you get interested in reading it. It doesn't mean that this book is hard to be aware of but *Leadershift: Reinventing Leadership for the Age of Mass Collaboration* giving you excitement feeling of reading. The article author conveys their point in particular way that can be understood through anyone who read the item because the author of this reserve is well-known enough. This particular book also makes your current vocabulary increase well. So it is easy to understand then can go along, both in printed or e-book style are available. We recommend you for having this kind of *Leadershift: Reinventing Leadership for the Age of Mass Collaboration* instantly.

Johnny Rogowski:

Often the book Leadershift: Reinventing Leadership for the Age of Mass Collaboration has a lot associated with on it. So when you read this book you can get a lot of advantage. The book was authored by the very famous author. The author makes some research previous to write this book. This particular book very easy to read you can get the point easily after perusing this book.

Joseph Nixon:

Don't be worry in case you are afraid that this book will certainly filled the space in your house, you may have it in e-book method, more simple and reachable. This Leadershift: Reinventing Leadership for the Age of Mass Collaboration can give you a lot of friends because by you checking out this one book you have point that they don't and make you actually more like an interesting person. This book can be one of one step for you to get success. This book offer you information that maybe your friend doesn't understand, by knowing more than different make you to be great people. So , why hesitate? We should have Leadershift: Reinventing Leadership for the Age of Mass Collaboration.

Lauren Robinson:

Reading a e-book make you to get more knowledge from the jawhorse. You can take knowledge and information originating from a book. Book is published or printed or highlighted from each source that filled update of news. With this modern era like now, many ways to get information are available for you. From media social like newspaper, magazines, science guide, encyclopedia, reference book, fresh and comic. You can add your knowledge by that book. Do you want to spend your spare time to spread out your book? Or just trying to find the Leadershift: Reinventing Leadership for the Age of Mass Collaboration when you required it?

**Download and Read Online Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot
#QCL24ZVJNP6**

Read Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot for online ebook

Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot books to read online.

Online Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot ebook PDF download

Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot Doc

Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot MobiPocket

Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot EPub

QCL24ZVJNP6: Leadershift: Reinventing Leadership for the Age of Mass Collaboration By Emmanuel Gobillot