



# Leadershift: Reinventing Leadership for the Age of Mass Collaboration

By Emmanuel Gobillot

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**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.

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## **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

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### 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.

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##### 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.

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