

NEW BOOK MEDIA RELEASE

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“My passion over the past two decades has been to visualize and describe a way of working that resonates with our human potential and creates Hot Spots, where innovation flourishes. Hot Spots are exhilarating places to be. This book is an invitation to make this exhilaration part of our everyday experience of work and central to the mission of leaders.”

Lynda Gratton

Hot Spots

Why Some Companies Buzz with Energy and Innovation - And Others Don't
Author: Lynda Gratton
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When energy flares between people; when cooperation flourishes and ideas become contagious; when work is exciting, new possibilities appear and innovation happens...

That is a Hot Spot, and it has the power to propel teams towards goals they never believed were achievable.

Teams who ignite a Hot Spot are energized, vibrantly alive and buzzing with inspiration. They know that, working together, they will achieve something brilliant, important and purposeful. The energy is palpable, bright, shining.

Hot Spots can be workplaces, teams, departments, companies, factories, cities, industries, coffee shops, hallways, conferences - any place or time where people are working together in exceptionally creative and collaborative ways.

They are the most marvellous creators of value for organizations and wonderful, life-enhancing phenomena for each of us.

Hot Spots, is the final part of Lynda Gratton's trilogy of books (the first two being *Living Strategy* and *The Democratic Enterprise*), which take an optimistic, humane approach to people and work. Through her research and experience she has shown that work can be fulfilling, engaging, meaningful and an important part of our happiness.

Hot Spots shows managers how it is done.

Although based on world class scholarship and research, this is essentially a pragmatic and practical book. It describes Hot Spots, what they are and how they work. It also lays down the principles for creating the right environment for one to emerge (although managers are warned that you cannot command a Hot Spot to appear).

Hot Spots captures the management zeitgeist, details the new ways of working and looks to the future of the world of work.

About Lynda Gratton

Feted both sides of the Atlantic as one of the world's premier management thinkers, Dr Lynda Gratton is Professor of Management Practice at London Business School, where she directs the school's executive programme, *Human Resource Strategy in Transforming Organisations*.

Over the last decade Lynda has led The Leading Edge Research Consortium (www.london.edu/lerc), a major research initiative, involving companies such as Hewlett Packard and Citibank. The initial results from the research were published by Oxford University Press in 2000 in the book *Strategic Human Resource Management: Corporate Rhetoric and Human Reality*.

In *Living Strategy: Putting People at the Heart of Corporate Purpose*, published by FT/Prentice Hall in 2000, Lynda called for a more strategic approach to people management. The book has been translated into ten languages and was voted one of the 20 most influential books by American CEOs.

In 2004 Lynda was appointed a Research Fellow of the Advanced Institute of Management in the UK (www.aim-research.org) and is a Visiting Professor at the Centre for Human Resource Strategy at Michigan Business School.

In 2006 she was appointed as the Executive Director of The Lehman Brothers Centre for Women in Business.

She serves on the advisory boards of Exult and the Concours Group and consults to a wide range of multinational companies including Shell, Unilever, Royal Bank of Scotland HP and Nokia.