



NEWS ROUNDUP

New book on management

INNOVATIVE management, personal creativity and a global mindset are key to Ireland's economic recovery, according to a new book launched at National University of Ireland, Galway this week. *Irish Management 2.0* combines articles, case studies and management reflections on the future of management practice and business education in Ireland. Successful brands that have reinvented themselves such as CRH, Bulmers, O2 and even U2 are featured in the book, and it has been hailed by Pádraig Ó Céidigh, founder of Aer Arann, as a "timely publication" and "must-read for the business sector". How will Irish businesses compete on a global scale? The answer, according to *Irish Management 2.0*, is through developing the breadth and depth of managerial excellence; increasing levels of organisational flexibility; unleashing the personal innovation capacity at a firm level; and building new collaborative organisational forms that span several industries.