

# ***StrategyDriven***

**effective executives, efficient employees**

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## **Learn How to Manage Multinational Teams from Susan Bloch and Philip Whiteley, Authors of HOW TO MANAGE IN A FLAT WORLD on the StrategyDriven Podcast**

*Tune in to beyond-the-scope-of-the-book interviews with Nathan Ives, MBA, PMP on the StrategyDriven Podcast. In this interview, Nathan delves into the expertise of Susan Bloch and Philip Whiteley, authors of HOW TO MANAGE IN A FLAT WORLD to explore how to effectively manage multinational teams.*

Atlanta, GA (June 25, 2009) – Tune in to insightful and unrivaled interviews with authors of leading business books on the StrategyDriven Podcast. Unlike typical author interviews, Nathan Ives, MBA, PMP goes beyond the written word directly to the day-to-day application of principles readers can immediately implement in their businesses. Find out how Susan Bloch and Philip Whiteley, authors of HOW TO MANAGE IN A FLAT WORLD, respond to questions Nathan asks about how leaders can effectively manage their international teams. This podcast is now available at [www.StrategyDriven.com](http://www.StrategyDriven.com). Listen to learn about the tools and techniques to connect to your team members wherever they are.

In today's "flat" world, managers have to get the best from teams that span continents.

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They are charged with bringing together people of unprecedented diversity to solve problems of enormous complexity – and do so faster and with fewer resources than ever before. During these challenging economic times, managers need a radically new approach to management: one that’s more fluid, more agile, and far less hierarchical. “It’s a new age in terms of team management,” says Whiteley. “More and more, managers are working with a diverse group of employees who are in located in many different locations nationally, globally, and somehow need to be involved, connect, be responsive, obtain mutual respect, while creating a productive team atmosphere,” says Bloch. Stripped of yesterday’s unquestioned, top-down authority, managers must earn the right to lead their global teams every day. HOW TO MANAGE IN A FLAT WORLD gives them a complete blueprint for doing just that.

Nathan only selects titles that meet a stringent set of StrategyDriven requirements. First, the title must be aligned with the StrategyDriven mission of delivering best practice solutions to small- and medium-sized businesses, including strategic planning, decision making, leadership, management, and organizational performance. Secondly, the authors must be highly respected in their field of study.

StrategyDriven author interviews are uniquely different than the average book review. The primary difference, these podcasts are not simply book reviews or summaries. Nathan reads each book prior to the interview and questions the author for a deeper understanding of the important strategies discussed in the book and probes for examples of real-world implementation of those strategies. As a result, listeners get more information, including, author advice not contained within the book; offering additional value listeners can incorporate into their business model. Additionally, StrategyDriven interview articles contain quick links to supplementary materials provided by the author.

## **About StrategyDriven**

Get the benefits of an experienced MBA staff without the expense at StrategyDriven.com. Developed by management and training professionals, StrategyDriven offers small-to-medium sized businesses (SMB) a wide array of best practice business planning and execution tools for executives and managers; how-to advice; example-rich podcasts; and customizable ready-to-use templates.

StrategyDriven.com began posting free articles in July 2007 and added podcasts in November 2007. In July 2008, StrategyDriven began offering interviews of industry-leading experts on a variety of business-centric topics via podcast. Individuals registering with StrategyDriven also receive an exclusive four-part whitepaper series on how to develop a performance measurement system that will help drive execution of their organization's strategy.

At StrategyDriven.com, our goal is to provide real-world applications of strategic business planning and tactical execution best practices – a blending of information and experience practically applied in the workplace combined with a degree of research and academia – to small-to-medium size businesses that wouldn't normally have access to these resources.

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