



# Heartland: How to Build Companies as Strong as Countries

*Mark C. Scott*

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## **Heartland: How to Build Companies as Strong as Countries** Mark C. Scott

A revolutionary new approach to managing transnational corporations

In his acclaimed *Reinspiring the Corporation*, competitive strategy expert Mark Scott introduced a dynamic approach to building employee commitment for competitive excellence. Now Scott breaks new ground with a revolutionary approach to harnessing the energy and talents of employees of multinational firms. In a radical departure from conventional thinking on the subject, which tends to focus exclusively on the structural challenges of managing transnational enterprises, Scott focuses on the social dimension. He clearly shows that the key to creating the commitment required for sustainable success is to unite the diverse national communities that make up a global firm into a cohesive global society, or "corporate state." And he provides advice and guidance on how to apply those principles in the development of an unbeatable transnational competitor.

Mark C. Scott (London, UK) is Executive Vice President of Lighthouse Holdings, a global marketing communications group. Prior to joining Lighthouse, Scott was operations director at WPP Group and a consultant to numerous Fortune 500 firms in the United States and Europe.

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