

# Book Review 'Tip-Tip Pengurusan Terbaru' (Malay Version)

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**Received date:** 24th November 2018, **Accepted date:** 28th November 2018, **Published date:** 31<sup>st</sup> December 2018

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## Review

Written by Mohammad Ashadi Mohd. Zaini, this book is a management book written using the concept of corporate storytelling which is still new in Malaysia. Corporate storytelling is innovative in which stories are used to deliver management messages more effectively. All the stories are simple and easy to understand. It is suitable to read by all walks of life. The message contained in each story is appropriate for everyday life. Leaders of organizations, employees, managers, teachers, parents, students, students, can all apply the messages presented. By using the story, the presentation and application of the messages can be done with fun. That's what the writer's objective is to learn while entertaining. Organizations need creativity to achieve greater success. Creativity is one of Disney's major assets. Peggy Van Pelt, an expert in talent development and organizational competence in Disney, uses these principles to inculcate creativity. Giving the name of a talent, it not only raises the spirit of the worker but also makes it easier for them to describe the talent they have. Utilize the creativity of all parties. Van Pelt gets a lot of thoughtful ideas from a security guard, Eddie Gomez. Eddie Gomez became volunteers for earthquake preparedness operations. She shows her talent in the field of special effects. Three years later he not only managed to become a member of the Disney animated team, but he became a consultant to Pan Velt in the field of animation. Creativity requires

commitment, for example a group of Disney special effects experts take 15 years to realize one idea and the results are truly proud.

The close collaboration and coordination between workers in an organization is important to ensure the success of the organization. For example, when the Chek Lap Kok Hong Kong airport is open, there is little damage to their flight information system software. This causes the atmosphere to become foggy. Passengers are not sure about their flight time. Losing the bag also happens so badly. But with the regular coordination between all workers at the airport, the problem can be overcome successfully. Now Chek Lap Kok is one of the most popular airports in the world. All sophisticated equipment and technology is around us. Organizations need to plan the use of the technology to generate competitive advantage to match their competitors. Just look at the Amazon.com company. Amazon.com successfully uses the power of the internet to compete globally. Before 1994, Amazon.com did not exist and used only four-storey buildings as their operating center. But using the Internet, Amazon.com became the most popular virtual bookstore in the world, far more popular than Barnes and Noble's giant book company.

Having a workforce with varying skills is important to ensure the success of the organization. Just look at Roesling Company Nakamura Architects, Inc. (RNP) located in San Diego. Its employees are from various countries such as USA, Japan,



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Mexico, Philippines, Macau, China, Italy and Canada. Cultural diversity is important for RNP as they deal with customers from various countries. For example, an Italian architect would have better understand the needs of Italian customers. Organizations, especially organizational leaders, need to know that the actions and decisions they take affect all aspects of their organization. Therefore, they need to plan carefully before doing something. Learn from Lane Nemeth's experience, Discovery Toys Inc. CEO At one point without a long thought, Lane decided to change the

company's focus instead of producing a game to remove a child's shirt. Lane focuses on market research and ultimately produces quality products and meets customer preferences. Unfortunately, Lane was unaware that the decision caused a major problem in stock control. Then it caused disappointment among salespeople Discovery Toys Inc. As a result, Discovery Toys Inc. experiencing huge losses and the production of children's shirts has to be stopped.

**Book Name: Tip-Tip Pengurusan Terbaru**

**Book Year: 2003**

**Publisher: Bentong: PTS Publications & Distributor Sdn. Bhd**

**Pages: 211**

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