

Do Lunch or Be Lunch: The Power of Predictability in Creating Your Future

By Howard H. Stevenson, Jeffrey L. Cruikshank, Mihnea C. Moldoveanu

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Human beings crave predictability. We want to know what the future holds--and will go to great lengths to find out. We have to anticipate what is coming at us, and that requires making tough choices in real time. Predicting the future is extremely difficult. It involves skills of observation, simplification, categorization, and generalization that have to be honed and practiced. Stevenson describes the power of predictability and warns that many of today's corporations are acting in ways that undermine this very basic need. Through their actions, they are damaging our abilities to shape our futures and, as a result, are undercutting their own legitimacy. We join organizations because they help us be mutually predictable to each other, and therefore they help us take action in highly complex surroundings. A Library Journal Best Business Book of the Year. "Stevenson, part mathematician, business professor, and humorist, gives readers the tools to assess what may happen in the future and how to work toward achieving that goal."--USA Today "Do Lunch or Be Lunch is a tour de force of finding one's way through the modern business world."--Simply Tax "I'm pretty sure that business books that are this much fun and so stimulating are illegal. This book is spectacular, a true gem."--Eileen C. Shapiro, author of Fad Surfing in the Boardroom "This is a thoughtful and pathbreaking book, written by that very rare person who is both thinker and doer. Howard Stevenson is one of the few professors to actually go out there and practice what he preaches, and one of the few successful entrepreneurs to come back and write about it. So, when he focuses on predictability - the kind that helps you do goodwhile doing well - the result is worth paying a lot of attention to, both personally and organizationally. In the midst of lots of fluff written about business, this is a reflective book of great substance."--Stan Davis, author of Future Perfect and co-author of Blur

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Editorial Review

Amazon.com Review
Everything we do is aimed at the future. Like our ancestors who millions of years ago took it upon themselves to do lunch instead of be lunch, the better we are at evaluating all possible futures, the better our future will be. Harvard Business School professor Howard Stevenson argues that predictability is a core human need and the more predictable we can make ourselves, the better we'll be able to predict our future and the futures of those around us.

Do Lunch or Be Lunch is a counterweight to the management trends that have swept business in the last few years. Trends such as reengineering, downsizing, and maximizing shareholder value will in most cases not be successful because they are fundamentally unpredictable for employees and employers alike. On the other hand, the more predictable a company can make itself, the more effective it will be. Stevenson peppers the book with his observations that come from his experience as an entrepreneur and founder of several businesses as well as his tenure on the board of directors for over 25 companies.

From Library Journal
In a refreshingly humanistic approach to economic forecasting, Stevenson (mathematics, Harvard Business Sch.) demonstrates how people must work together toward their common good to survive and prosper. From primitive hunting-and-gathering communities whose members can literally be eaten to modern business conglomerates where divisions can be consumed, the need for predictability is a powerful force for action and inaction, states the author. Using examples from law, religion, and mythology, Stevenson dispels the idea that efficient economic models can predict complex outcomes with certainty. However, he does show how we can as individuals and organizations create more predictable environments by recognizing the interconnectivity of our behavior. Highly entertaining, his work is a welcome addition to economics, business, and ethics collections in public and academic libraries.?Robert L. Balliot Jr., East Greenwich Free Lib., R.I.
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Review
"Stevenson, part mathematician, business professor, and humorist, gives readers the tools to assess what may happen in the future and how to work toward achieving that goal." -- *USA Today, 11/4/97*

Users Review

From reader reviews:

Emilio Lutz:

Nowadays reading books become more than want or need but also get a life style. This reading routine give you lot of advantages. Advantages you got of course the knowledge the rest of the information inside the book which improve your knowledge and information. The info you get based on what kind of guide you read, if you want have more knowledge just go with education books but if you want really feel happy read one together with theme for entertaining like comic or novel. The actual Do Lunch or Be Lunch: The Power of Predictability in Creating Your Future is kind of e-book which is giving the reader unstable experience.

Cora Conte:

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Robert Murphy:

In this age globalization it is important to someone to receive information. The information will make you to definitely understand the condition of the world. The health of the world makes the information better to share. You can find a lot of sources to get information example: internet, paper, book, and soon. You will see that now, a lot of publisher in which print many kinds of book. Typically the book that recommended to you personally is Do Lunch or Be Lunch: The Power of Predictability in Creating Your Future this e-book consist a lot of the information on the condition of this world now. This particular book was represented how does the world has grown up. The words styles that writer value to explain it is easy to understand. Typically the writer made some analysis when he makes this book. Honestly, that is why this book suited all of you.

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