



The Challenger Spirit

Organisations that disturb the status quo

Khurshed Dehnugara & Claire Genkai Breeze

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Description

Challenger organisations are those companies which are disrupting their market and taking serious market share from their more established competitors. Such companies typically have an ambition beyond the conventional resources available to them. They are innovative and radical, and most enjoy significant and sustained periods of growth.

This book analyses the practices and disciplines that underpin the successful challenger organisation. In particular, it looks at the leadership skills and the organisational culture required for companies to become challengers in their marketplace. Written by one of the few consultants who specialises in and works with such companies, this book will challenge conventional business thinking to the core.

About the author

Khurshed Dehnugara is the founder and managing director of Relume, a management consultancy that specialises in leadership development and cultural transformation. **Claire Genkai Breeze** is a consultant at Relume.

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How to challenge and take market share away from the established market leaders.

- Contrarian and thought-provoking management book.
- Many businesses are seeking to compete against market leaders and establish their own space in a crowded marketplace.
- Based on the author's experience of working with companies which have successfully taken market share.
- Foreword by Tim Smit (co-founder and CEO of The Eden Project).

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