



Heads Up: How to Anticipate Business Surprises and Seize Opportunities First

Kenneth G. McGee

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This book offers a new set of metrics for identifying, analyzing, and responding to the right information at the right time - helping companies to avoid disasters and seize opportunities. Based on exclusive research into recent business catastrophes - and drawing parallels to a range of nonbusiness disasters from 9/11 to the Challenger disaster - "Heads Up" outlines a four-step approach managers can use to identify which pieces of information merit real-time delivery, and as importantly, which do not. McGee then provides a practical methodology - real time opportunity detection - for monitoring, analyzing, and responding to that critical information in time to ward off negative surprises and jump on potential opportunities ahead of competitors.

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