



Capitalism is Dead - Peoplism Rules: Creating Success Out of Corporate Chaos

Alec Reed

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We live in an age where the individual talent is the only provider of competitive advantage. Economic, political and social power has shifted from capital to people and Alec Reed believes that Peoplism has now superseded Capitalism. An emerging concept developed by Alec Reed, Peoplism defines our economic state where individuals own and control the most important factor of production: their human ability. The aim of this book is to look at the acute challenges experienced by companies in the Peoplist era, and proffer solutions. This book translates the impact of Peoplism into business strategy through original case studies and innovative management tools. The first part of this book provides a general introduction to the concept of Peoplism, what it is and why it is important. It analyses factors in the economic, social and political landscape which are cause for concern for business. The second section will examine the contention that corporations are dysfunctional in the peoplist economy and will highlight the problems and challenges facing businesses in the modern economy. The third section offers practical and innovative advice on how businesses of all sizes can function fruitfully before the final section prophesizes the challenging future, signposting potential areas of concern for the future.

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