

CONTENTS

I	THE INVISIBLE WAR
1	Self-Interests at Work 5
II	THE SUBJECTIVE SIDE OF OBJECTIVE MANAGEMENT
2	Image Management 23
3	Accountability: The Fight Over Commitment and Responsibility 33
4	Winning and the Fight Over Orientation 47
5	Alignment 57

III SURVIVING IN THE SYSTEM

- 6 Framing 77**
- 7 Fragmenting 89**
- 8 Playing It Both Ways 101**
- 9 Disorientation 111**
- 10 Reorientation 123**
- 11 Alignment is the Key 135**

IV TRULY OBJECTIVE MANAGEMENT

- 12 A New Look at Evaluation 147**
- 13 A New Look at Accountability 163**
- 14 A New Look at Organizations 181**
- 15 A New Look at Power 195**
- 16 A New Look at Leadership 209**

Index 223