LEARN OR DIE

LEARN OR DIE

Using Science to Build a Leading-Edge
Learning Organization

EDWARD D. HESS

Columbia University Press

Publishers Since 1893

New York Chichester, West Sussex

cup.columbia.edu

Copyright © 2014 Columbia University Press

Library of Congress Cataloging-in-Publication Data

Hess, Edward D.

Learn or die : using science to build a leading-edge learning
organization / Edward D. Hess.

pages cm

Includes bibliographical references and index.

ISBN 978-0-231-17024-6 (cloth : alk. paper) — ISBN 978-0-231-53827-5 (ebook)

1. Organizational learning. 2. Organizational effectiveness. I. Title.

HD58.82.H365 2013

658.3'124—dc23

2014013370

Columbia University Press books are printed on permanent and durable
acid-free paper.

This book is printed on paper with recycled content.

Printed in the United States of America

c 10 9 8 7 6 5 4 3 2 1

Cover design: Noah Arlow

Cover image: © Getty Images

References to websites (URLs) were accurate at the time of writing.

Neither the author nor Columbia University Press is responsible for URLs that
may have expired or changed since the manuscript was prepared.

*To Dr. Lyle E. Bourne, Jr. for elevating my passion for
cognitive psychology and for thirty-four years of mentorship,
caring friendship, and being an inspiring role model.*