

The Idea of the Book

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The idea of the book titled "playmaker in business organizations"- those who have talent, vision, thought, and influence - is about the concept of playmaker in the business organizations. This concept is a new concept that has not been traded yet in the world of business organizations, which makes us the first who will explain that new concept and review the most important aspects and dimensions of this concept.

The main focus of the idea of the book is about highlighting the importance of the role of playmaker in the business organizations within the work team in business organizations, and about the importance of work and cooperation with members of the team players. The importance of this role emerged because of the current economic conditions and the global financial crisis, so we are in a serious need of playmakers, who are aware of the dimensions of the economic crisis, and the financial situation of the world, and have non-traditional, innovative solutions. They play a vital role in order to transfer the developing countries into the ranks of developing countries, and the earliest example is the State of Malaysia, and the most important playmaker there Dr. Mahateer Mohamed, Prime Minister of Malaysia, who is the former of the National

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Project 2020, which will contribute in the great, and civilized transformation of the State of Malaysia.

The importance of the idea of "playmaker" in business organizations emerged where no one tried to deal with the concept of "playmaker" in the work team management or in business organizations. And we here to present an added value to the work team through explaining the concept of "playmaker" in business organizations and by showing the vital role, which he plays in the light of globalization, Information, and communications technology revolution, and the knowledge revolution., with clarifying and highlighting of the most important characteristics and features of the "playmaker" in business organizations, and that through our review of the playmaker's roles in business organizations, and in the organizations or the companies whether the economic, financial, banking, social , informational, intellectual, cultural, political, military, religious, or the educational universities and scientific research institutions .And in the end, we will review the effective models of the playmakers in all organizations or the companies, whether the economic, financial, banking, social, informational, intellectual, cultural, political, military, religious, or the educational universities and scientific research institutions.

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The book consists of six chapters; through them we explain the elements and the following points:

Chapter 1:

Here we focus on the concept of playmaker in business organizations with clarifying the importance of playmaker in the business organizations in the third millennium, and how we can give attention to playmakers in business organizations.

Chapter 2:

Here we review the skills of the playmaker in business organizations, and capabilities of playmakers in business organizations, with presenting of the most important behaviors of playmaker.

Chapter 3:

Here we will explain in detail the vital role of the playmaker in the work team in business organizations with clarifying the important roles they play, whether the role played by playmaker in the business organizations, or out the business organizations, and the important role of playmakers in the top management of business organizations, with clarifying and highlighting of the most important benefits and advantages provided by the playmaker to his business organization.

Chapter 4:

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We will explain the most important characteristics and features of the "playmaker" in business organizations, and these characteristics will be available and identical with the models, which will be clarified in the final chapter of the book.

Chapter 5:

This chapter deals with the concept of the global playmaker, the global dimensions of the playmakers in business organizations, and reviews the ethical aspects of the playmakers in business organizations.

Chapter 6:

We will offer examples of the most influential characters, who have played a playmaker role in business organizations, in various branches and various activities, whether scientific branch, cultural, intellectual, and literary organizations, media institutions, financial, banking institutions organizations and institutions, business and trade organizations, or large economic entities, as well as models of military institutions.