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Summary: Re-Inventing the Corporation: Review and Analysis of Naisbitt and Aburdene's Book

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The must-read summary of John Naisbitt and Patricia Aburdene's book: "Re-Inventing the Corporation: Transforming Your Job and Your Company for the New Information Society".

This complete summary of the ideas from John Naisbitt and Patricia Aburdene's book "Re-Inventing the Corporation" shows that there is currently a window of opportunity open to re-invent the way business and society is structured. This opportunity has been generated by two trends which have converged at this specific point in history. In their book, the authors explain that, as a result, the concept of the corporation as a business unit must be re-invented if the corporation is to remain the building block of the business infrastructure. This summary provides guidelines that you can follow to transform your job and your company in line with the new information society.

Added-value of this summary:
* Save time
* Understand key concepts
* Expand your knowledge

To learn more, read "Re-Inventing the Corporation" and discover the key to evolving and moving towards the future.

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Lucille Davis:

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