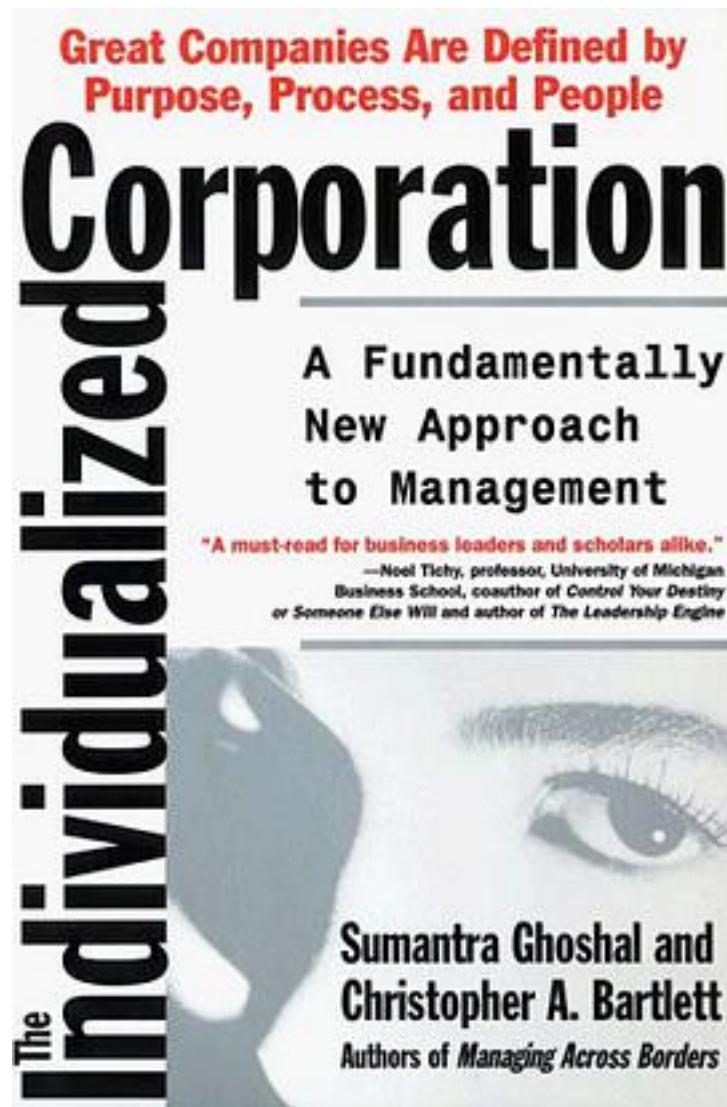


The Individualized Corporation



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Based on six years of research and hundreds of interviews with managers at every level of companies such as Intel, ABB, Canon, 3M, and McKinsey, The Individualized Corporation explores the collapse of an outmoded corporate form and reveals the emergence of a fundamentally different management philosophy--one that forces on the power of the individual as the driver of value creation in the company and the importance of individuality in management.

The image of the "Organization Man" as a cog in a corporate machine has become both dated and dangerous. Rather than try to force employees into a homogeneous corporate mold based on a company's strategy, structure, and system, world-renowned scholars and consultants Sumantra Ghoshal and Christopher Bartlett argue that managers must embrace a philosophy based on purpose, process, and people that focuses on developing and leveraging the individual's unique talents and skills--a company's most important source of competitive advantage.

Without proposing a universal solution or a quick-fix prescription, this important book provides an indispensable guide for those who must lead their companies into the next century.

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