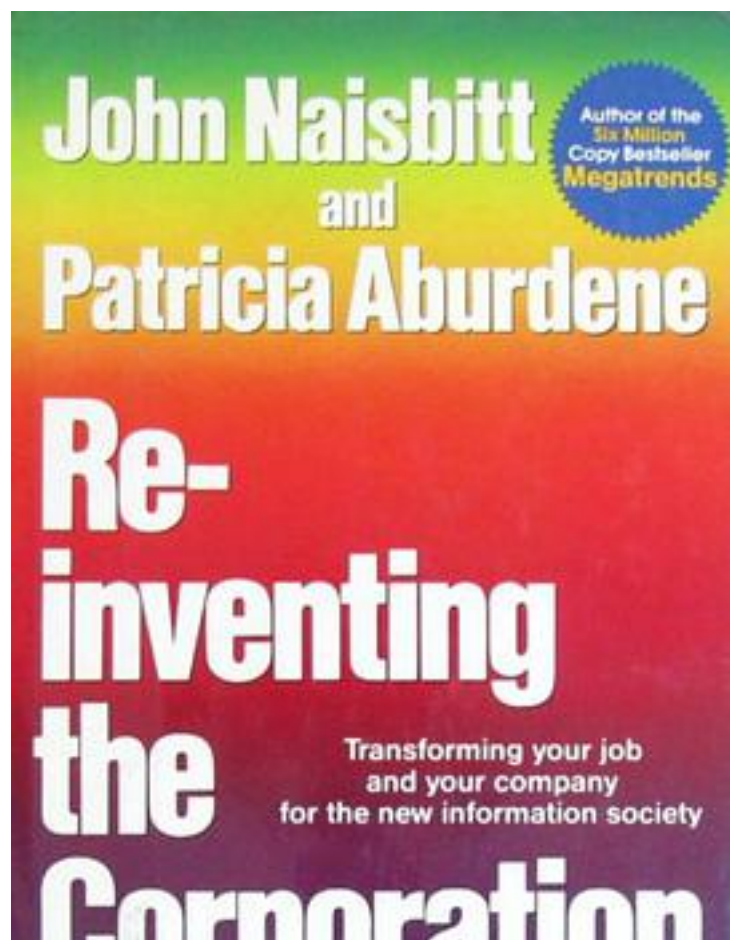


Re-Inventing the Corporation



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著者:John Naisbitt,Patricia Aburdene

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From Library Journal This book is the awaited follow-up to Nasbitt's best-selling Megatrends. Beginning with the premise that corporations change faster than other institutions, the authors examine some emerging social trends and how these will

influence corporate behavior. Among their more provocative discussions are those of the substitution of computer software for many middle management functions, the feminization of the workplace through the influx of woman managers, the attempts by large corporations to nurture entrepreneurship within the confines of mature organizations, and the need for creativity and integrative thinking to offset the technological explosion, which demands specialization. While the ``reinventing metaphor is stretched a bit thin at times, this work contains enough intriguing ideas to make it of value for the thoughtful administrator. Gene Laczniak, Coll. of Business Administration, Marquette Univ., MilwaukeeCopyright 1985 Reed Business Information, Inc.

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