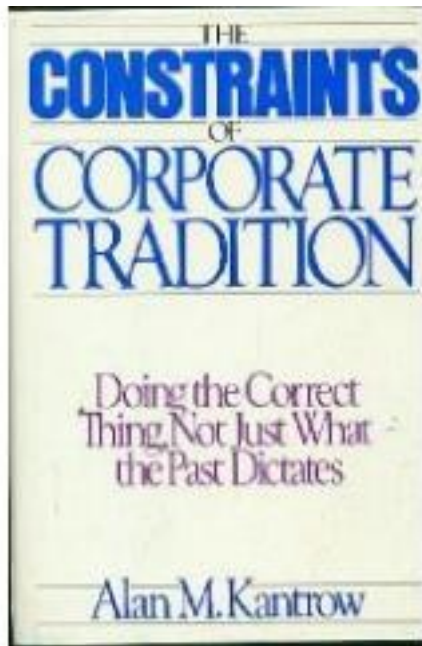


# The constraints of corporate tradition: Doing the correct thing, not just what the past dictates



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When asked by a peremptory hostess a certain unmemorable dessert I was said to have replied "Madam it is the theme." For the better part of the past half-century of my association with Harvard Business School, and more recently with the Winthrop firm specializing in business history, I have been at the ever-expanding banquet of research on management. Most of it has been constructive. But now I push my chair back with much the same reaction as Sir Isaac Newton's when he found that his theory of gravity no longer held. It is a theory of insights, of valuable results, and it lingers upon the tongue. But something has been missing all along. With the great helpings of prose and urgent recommendations, managers increasingly find themselves the

past---of an individual¼Œ a comp<br>issue--were thoroughly irrelevant !<br><br>><br>

作者介绍:

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