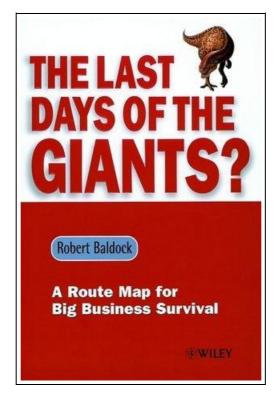
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John Wiley and Sons Ltd, United Kingdom, 2000. Hardback. Condition: New. 1. Auflage. Language: English. Brand New Book. The Last Days of the Giants? A Route Map for Big Business Survival Somewhere out there is a bullet with your companya's name on it. Somewhere out there is a competitor, unborn and unknown, that will render your business model obsolete. Bill Gates knows that. When he says that Microsoft is always two years away from failure, hea s not just blowing smoke. The hottest and most dangerous new business models out there are on the Web. Gary Hamel, Fortune Magazine. 1998 If you can positively identify with any of the following statements: aeo Current mergers and acquisitions activity will continue unabated well into the 21st century aeo Flashy internet start--ups cannot threaten our core activities built up over years of careful planning, research, branding and marketing aeo Our sheer size will protect us from the unpredictability of the next few years aeo We will manage our customers; they will not manage us aeo The government will always have the best interests of big business at heart aeo A long--term focus is the key to success aeo We do not see the value of outsourcing aeo Just because we are big, it doesna t mean we cannot move quickly then you and your company may be in very serious trouble. Read Robert Baldocka's survival guide for giants, before ita's too late. An intriguling perspective on the a current futurea of global business that few of todaya's giant corporations can afford to ignore. Dr Paul Taffinder, author of the acclaimed Big Change; winner of the 1999 MCA Business Management book of the year.



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