



# Rebuilding the Corporate Genome: Unlocking the Real Value of Your Business

By Johan C. Aurik, Gillis J. Jonk, Robert E. Willen

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Rebuilding the Corporate Genome: Unlocking the Real Value of Your Business, Johan C. Aurik, Gillis J. Jonk, Robert E. Willen, Praise for Rebuilding the Corporate Genome "Whether you talk about capability-driven organizations, modular approaches, or networked economies, the implications of very low costs for transactions, information exchanges, and communications are clear: Business boundaries are dissolving and re-forming. Aurik, Jonk, and Willen show how innovators are creatively exploiting this trend to their decided advantage." -Gerard Hoetmer, Senior Vice President, Unilever Bestfoods "If you set your strategy at lower levels of the business, you can more effectively compete and grow-and fend off unexpected rivals. Rebuilding the Corporate Genome shows that once you look through capability lenses, new horizons and new possibilities suddenly come into focus." -Jan Oosterveld, Member, Group Management Committee, Royal Philips Electronics "This book is a compelling and prescient look at the future of the modern corporation. While the 'corporate genome project' may be a work in progress, the authors take important steps towards the goal of understanding how corporations really work, and how capability-based corporations will emerge as the organizations of tomorrow. Read this book carefully, because this...



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