

图书基本信息

书名：<<灵活创新竞争新模式CORPORATE AGILITY>>

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内容概要

The rules are changing. The work we do--and where and how we do it--is undergoing a revolution. In order to thrive in the global economy, companies need a whole new business model--one that enables them to embrace new technology, understand the ever-changing workforce, and rethink the way they structure work environments. Corporate Agility provides the blueprint. The authors are founders of the Work Design Collaborative, a renowned think tank that helps companies become more productive. In Corporate Agility, they share the results of their ground-breaking five-year research project and the forward-thinking strategies that have grown out of this new knowledge. Readers will discover how to:

- * reduce fixed operational costs to remain competitive in the global marketplace
- * institutionalize the innovation process to quickly react to a changing marketplace
- * confront the coming "talent gap" for creative and knowledge-based workers

Filled with case studies of companies that have learned to stay ahead of the curve and interviews with their top executives, Corporate Agility will help every company ensure that it stays profitable and sustainable for years to come.

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