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Loose: The Future of Business is Letting Go

By Thomas Martin

Headline Publishing Group. Paperback. Book Condition: new. BRAND NEW, Loose: The Future of Business is Letting Go, Thomas Martin, The way we do business has to change. One of the greatest weaknesses of many organisations is the delusion of being in control. The future is loose - loose organisations, loose management styles and loose ways of working. Author Martin Thomas describes how more open ways of thinking and operating are beginning to pervade even the largest and most complex institutions, from global corporations to government departments. There are limits to being loose, but freedom can exist within a framework. By building on cutting-edge case studies and conversations with the smartest business people from around the globe, LOOSE challenges received wisdom and explains new ways of managing companies, building brands, engaging with customer and marketing products and services. LOOSE will help you change you terms of business, before they are changed for you.



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-- Hank Powłowski