

Transganization: For the Smart Entrepreneur



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Reviews

It in one of the most popular publication. It is actually writter in easy words instead of confusing. You will like how the author create this book.

(Art Gislason)

TRANSGANIZATION: FOR THE SMART ENTREPRENEUR



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Times Group Books, New Delhi, India, 2012. Softcover. Book Condition: New. First Edition. This book highlights the operational problems that firms face during the growth trajectory, while also providing ways to manoeuvre these issues. As an organization makes an upward climb, it is important to have a strategy in place to ensure that the transition in company dynamics is smooth. The hit film Avatar served as the authors inspiration for this book. Just as the different species in the movie, the author tries to incorporate a similar concept in the corporate world. The book exhorts that before any modification in the organizations business model, the company policies need to be looking into. The needs of the employees should also be taken into consideration. Printed Pages: 128.



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