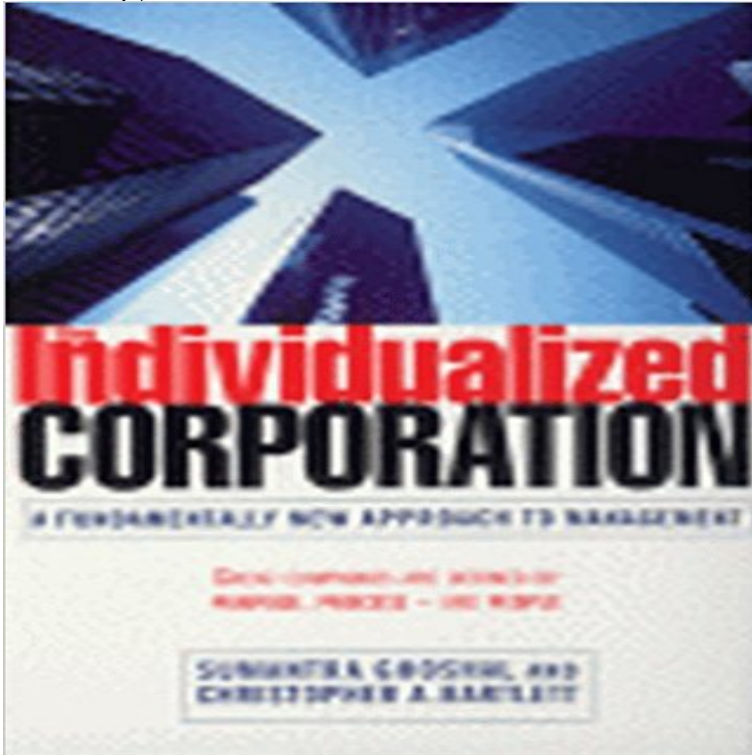


The Individualized Corporation: A Fundamentally New Approach to Management



A presentation of an argument for a new approach to business strategy which centres on corporate purpose and culture, not the industrial machine. The authors argue that the role of management should be recast, returning the core of business responsibility and contribution to the level of the individual.

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