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Autore	Chandler Alfred D (Alfred Dupont), <1918-2007.>
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Sommario/riassunto	The dean of business historians continues his masterful chronicle of the transforming revolutions of the twentieth century. He argues that only with consistent attention to research and development and an emphasis on long-term corporate strategies could firms remain successful over time. He details these processes for nearly every major chemical and pharmaceutical firm, demonstrating why some companies forged ahead while others failed.