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Autore	Witzel Morgen
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Sommario/riassunto	The belief that everything is changing led to the disasters of the dotcom era. This book reminds us that some fundamental rules do still apply by taking readers through 20 imperatives derived from the thinking of great leaders and management theorists including Peter Drucker, Henry Fayol, Andrew Grove and bankers and financiers such as Thomas Gresham and Warren Buffet. This entertaining run down of the fundamental laws, rules and principles business professionals should break at their peril is complemented by case studies that

document the consequences of ignoring these key laws. Management fr
