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Autore	Holmes Andrew <1965->
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Nota di contenuto	Cover; Contents; List of Figures; List of Tables; Acknowledgements; Using This Book; Preface; Chapter 1 Commoditization - Coming to a Company Near You; PART I: FOUNDATIONS: THE THREE WAVES OF COMMODITIZATION; PART II: IMPACT; PART III: RESPONSE; PART IV: THE FUTURE OF COMMODITIZATION; Index
Sommario/riassunto	In this groundbreaking book, Andrew Holmes sets out why commoditization represents such a clear and present danger to every corporation and all white-collar workers. He describes how commoditization is affecting entire industries and is increasingly touching the work of the professional classes. The evidence is both fascinating and compelling and it is clear that the impacts of commoditization are far reaching. Holmes offers organizations and white collar workers a range of strategic responses which can be used to combat its worst impacts. And as commoditization continues to make inroads into

