

1. Record Nr.	UNINA9910786234203321
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Titolo	The necessary nature of future firms [[electronic resource]] : attributes of survivors in a changing world // George P. Huber
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c2004
ISBN	0-7619-3035-3 1-4522-6308-6 1-322-41655-9
Descrizione fisica	1 online resource (xvi, 307 p.) : ill
Disciplina	658.4062
Soggetti	Organizational change Organizational learning Technological innovations - Economic aspects Organizational effectiveness
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 263-288) and indexes.
Nota di contenuto	Cover ; Contents; Preface; 1 - Dangerous Deficiencies; 2 - The Future Environments of Business Organizations; 3 - Sensing and Interpreting the Environment; 4 - Organizational Decision Making; 5 - Organizational Learning and Knowledge Acquisition; 6 - Leveraging Learning by Managing Knowledge; 7 - Innovation: The Integration and Exploitation of Knowledge; 8 - Dealing With the Conflicting Needs for Change, Efficiency, Flexibility, and Employee Commitment; References; Name Index; Subject Index; About the Author
Sommario/riassunto	Firms - like all living systems - must be congruent with aligned with, compatible with their environments, or they will not survive. This text looks at ways in which future firms will need to co-operate with their environments.