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Nota di contenuto	Serial Innovators; Contents; Foreword; Prologue; Introduction; PART I THE EPHEMERAL NATURE OF FIRMS; CHAPTER 1 Meet Carl Berger; CHAPTER 2 Corporate Life Cycle; PART II INDIVIDUAL RIGIDITIES; CHAPTER 3 To Err Is Human; CHAPTER 4 The Greatest of All Time; CHAPTER 5 Rewiring Brains; PART III ORGANIZATIONAL RIGIDITIES; CHAPTER 6 Long Live Bureaucracy!; CHAPTER 7 In Brain We Trust; CHAPTER 8 What We Value; CHAPTER 9 What Not to Pay For; CHAPTER 10 Fast Learners; PART IV SERIAL INNOVATORS; CHAPTER 11 The Secrets of Serial Innovators CHAPTER 12 Beyond Business: The Medici, Oxford, and the Catholic Church CHAPTER 13 Legacy through Leadership; Afterword; Appendix A: Analysis of the Top 50 U.S. Firms of 1960; Appendix B: Corporate Aging and Survival; Appendix C: Key Questions for Transforming Your Firm; References; Acknowledgments; About the Author; Index
Sommario/riassunto	""The average life expectancy at ""birth"" of a firm is roughly 15 years, and only one out of twenty lives longer than fifty years. Firms are born,

they grow, then they struggle to keep up with changing markets. Slow adapters often become big losers, fall by the wayside, and die. Serial Innovators studies the factors affecting the aging of firms, particularly those that slow down their ability to adapt to changes in the marketplace. The book reviews recent findings in relevant academic fields-behavioral economics, psychology, neuroscience, organizational science, network theory, anthropology

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