



## Competing in a Flat World: Building Enterprises for a Borderless World

By Victor K. Fung, William K. Fung, Yoram Wind

Pearson Education (US), United States, 2010. Paperback. Book Condition: New. Revised ed.. 226 x 150 mm. Language: English . Brand New Book. Th>John Hagel, Chairman of Deloitte Center of Innovation Competing in a Flat World provides an extraordinary glimpse into a new kind of organizational architecture, one built around the notion of orchestrating resources you don't control and doing so in a way that builds both trust and agility. This architecture may well turn out to be the dominant model of the firm for the 21st century. This book is a must read for anyone who wants to compete in a flat world. Every chapter details new and powerful ideas. -John Seely Brown, Former Chief Scientist of Xerox Corporation and coauthor of The Only Sustainable Edge We are led by unstoppable economic forces to connect our resources to form smart networks, either wired or unwired. The authors bring forward the notion of network orchestration, an almost one-size-fits-all strategy for organizations to survive and excel in an ever-flattening world. -John Chen, Sybase Chairman, CEO and President In the flat world, everything changes.above all, what it takes to run a winning company. Success is less about what the company can do...



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