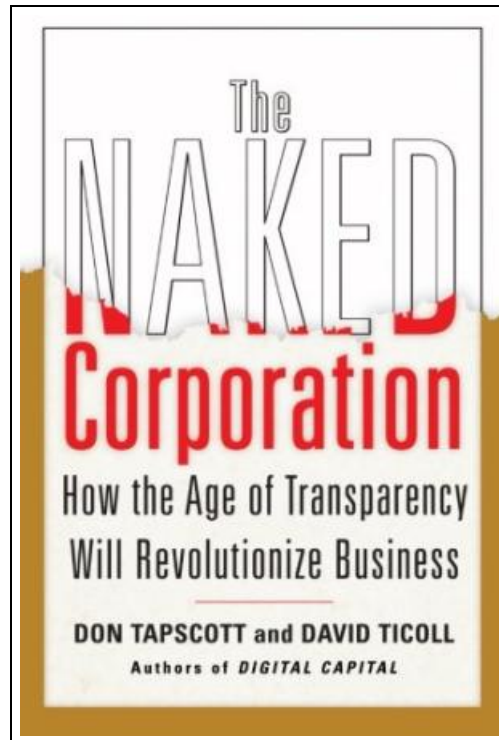


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

(Dr. Earl Harber)

THE NAKED CORPORATION: HOW THE AGE OF TRANSPARENCY WILL REVOLUTIONIZE BUSINESS (PAPERBACK)



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Free Press, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.If you have to be naked, you had better be buff. We are entering an extraordinary age of transparency, where businesses must for the first time make themselves clearly visible to shareholders, customers, employees, partners, and society. Financial data, employee grievances, internal memos, environmental disasters, product weaknesses, international protests, scandals and policies, good news and bad; all can be seen by anyone who knows where to look. Welcome to the world of the naked corporation. Transparency is revolutionizing every aspect of our economy and its industries and forcing firms to rethink their fundamental values. Don Tapscott, bestselling author and one of the most sought after strategists and speakers in the business world, is famous for seeing into the future and pointing out both its forest and its trees. David Ticoll, visionary researcher, columnist, and consultant, has identified countless breakthrough trends at the intersection of technology and business strategy. These two longtime collaborators now offer a brilliant guide to the new age of openness. In *The Naked Corporation*, they explain how the new transparency has caused a power shift toward customers, employees, shareholders, and other stakeholders; how and where information has exploded; and how corporations across many industries have seized on transparency not as a challenge but as an opportunity. Drawing on such examples as Chiquita's total turnaround on matters of ethics, to Shell Oil's reinvention of itself as an environmentally focused business, to Johnson Johnson's longstanding and carefully nurtured reputation as a company worthy of trust -- as well as little-known examples from pharmaceuticals, insurance, high technology, and financial services -- Tapscott and Ticoll offer invaluable advice on how to lead the new age, rather than simply react to it. The...

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