Over the last three decades the average life expectancy of a corporation in North America has dipped well below 20 years. In fact, by 1983 a full third of the 1970 Fortune 500 companies had been acquired, merged, or broken apart. In this landmark book, one of the business world's foremost pioneers, Russell L. Ackoff, delivers this indispensable guide for those hoping to beat these odds--and to better navigate the corporate challenges of the next millennium. While most business and management schools continue to teach the functions of a corporation separately--production, marketing, finance, personnel--the reality is that for a corporation to endure each division must work with the others to create an effective system. Re-Creating the Corporation is Ackoff's masterful blueprint for understanding and creating these model corporate systems. In four comprehensive sections--Background, Process, Designs, and Change--Ackoff lays out in clear concise prose the five organizational goals of successful corporate systems: plan effectively, learn and adapt rapidly, democratize, introduce internal market economies, and employ a flexible structure that will minimize the need for future restructuring. And through a deft mix of practical and theoretical examples drawn from a wide range of applications in a wide range of firms, this book ultimately guides executives to the system best suited to meet their organizational goals. Re-Creating the Corporation, which is the culmination of a lifetime of innovative and insightful business thought from one of the business world's premier thinkers, is essential reading for those attempting to navigate the rapidly changing economic environment of the next millennium.

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Internal markets bringing the power of free enterprise inside your organization, William E. Halal, Ali Geranmayeh, John Pourdehnad, 1993, Business & Economics, 301 pages. Demonstrates how to design an organization for the 90s using a model to create the entrepreneurial company and provides an effective response to reshaping a business. Describes.


Turning Learning Right Side Up Putting Education Back on Track, Russell L. Ackoff, Daniel Greenberg, Jun 3, 2008, Education, 224 pages. In the age of the Internet, we educate people much as we did during the Industrial Revolution. We educate them for a world that no longer exists, instilling values antithetical.

Strategy and Capability Sustaining Organizational Change, Graeme Salaman, David Asch, May 7, 2003, Business & Economics, 218 pages. This book helps managers and students of management to makes sense of the competing advice on how to change organisations in order to improve their
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The Democratic Corporation: A Radical Prescription for Recreating Corporate America and Rediscovering Success A Radical Prescription for Recreating Corporate America and Rediscovering Success, Interact Russell L. Ackoff Principal, the Institute for Interactive Management, May 26, 1994, Political Science, 272 pages. We all know that American business needs fixing, and there is no shortage of prescriptions: imitate the Japanese, or follow the example of successful firms, or practice right.

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Island of the Blue Dolphins, Scott O'Dell, 1990, Juvenile Fiction, 181 pages. The gripping story of young Karana, who survives by herself for eighteen years on a deserted island off the California coast.

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