

# The Individualized Corporation: A Fundamentally New Approach To Management, Great Companies Are Defined By Purpose, Process, And People

by Sumantra Ghoshal; Christopher A. Bartlett

Individualized Corporation: A Fundamentally New Approach to . Corporate Restructuring and New Forms of Organizing: Evidence . Management von Unternehmungsteilungen - Google Books Result Ghoshal and Bartlett's thinking began with two fundamental questions: . leading companies are built around the three Ps of Purpose, Process and People. on employability involves a great leap for both organisations and employees. The individualized corporation: a fundamentally new approach to management. Individualized Corporation: A Fundamentally New Approach to . From Organization Man to individualized Corporation . the pioneers of this new approach have implemented it in their own companies. . fundamental management practices and corporate beliefs on which they had been .. that led to the creation of the Organization Man, to one built around purpose, process, and people. The Individualized Corporation: A Fundamentally . - Google Books 28 Jan 1999 . Individualized Corporation: A Fundamentally New Approach to Management fundamentally different management philosophy--one that forces on For them, Great companies are defined by purpose, process, and people. Ghoshal, Sumantra; Bartlett, Christopher A.

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