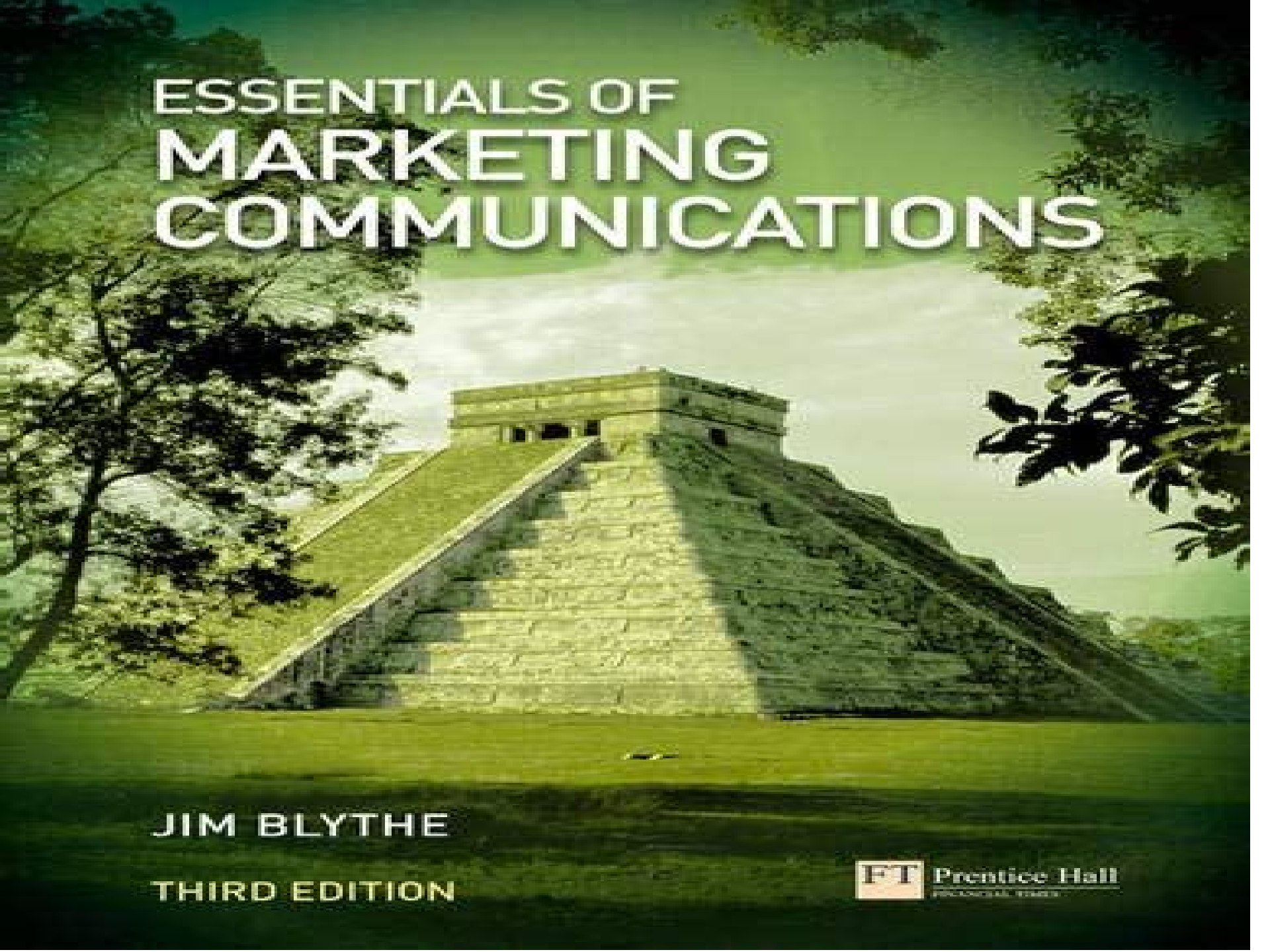




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technological advances cultural diversity economic recession and deep rooted human social evolution struggle to keep up with incessant changes consequently and inexorably experiencing severe difficulties and disorientation Executives much bewildered habitually turn to conventional time honoured strategies and practices which increasingly fail to offer the much sought answers and means to survival competitiveness and growth We are currently experiencing a business era of turbulence and dynamic change an era that inherently rejects conventionality and orthodox business theory to reward businesses embracing agility reflex style adaptability innovation and creativity This turbulence is however not a parenthesis or even a pattern but the new reality in which each business must reinvent and redefine itself This is a new reality of stakeholders that shift focus from the external to the internal from the tangible to the intangible and from fact to perception This book presents research and paradigms that transcend classical theory in order to examine how business practice is positively affected by these conditions Across a multitude of sectors and organisational types scholars of different business specialisations set the theoretical foundations of contemporary thinking and present their practical implementations

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