

Shaping the Corporate Future: Leading Executives Share Their Vision and Strategies



This book is based on interviews with executives in some of Europe's leading companies and describes the way they see the future for their organizations. It also sets out some of the steps they are taking to ensure that their future is a successful one, and provides performance data and an overview of their management strategies and market position. The companies that feature in the book range from large internationals, such as ICI, Electrolux and Shell UK, to the medium-sized firms such as Jaguar, BMW and JCB, as well as Burton, Accor and Norsk Data. The two main issues discussed are the growing globalization of business and the increasing fragmentation of large companies.

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