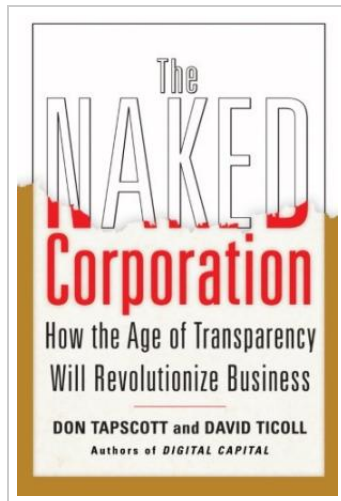




The Naked Corporation: How the Age of Transparency Will Revolutionize Business (Paperback)

By Don Tapscott

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...



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