



# **Business for the 21st Century: Towards Simplicity** and Trust

Professor François Dupuy

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### **Business for the 21st Century: Towards Simplicity and Trust**

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Using 18 new cases this book shows that in the past companies did not manage labour or customers as long as they did not need to. Tougher competition has forced them to recover control using more processes and reporting systems. But the result has been the opposite: the more they rule, the more they lose control.



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