



Reviewed by Mike Barlow May 2001

Management 21C

My initial reaction upon viewing this book was that it was another futuristic work put together by a group of academics. My concerns were dispelled, however, when I became engrossed in the text.

I finished the book feeling inspired by the exciting management future it portrayed, but this was tempered by a feeling that the smaller companies will fall further behind large, global organizations: it is important that SMEs are not forgotten. This was not a book for those who want to pick up a few concepts with which to work. It did, however, set the scene for a more dynamic future business world.

I would recommend that quality professionals read the book as it stimulates thinking on a wider perspective. It is this thinking that will help us to add value to organizations in the future.