

Internal Markets: Bringing the Power of Free Enterprise Inside Your Organization

William E. Halal, Ali Geranmayeh, John Pourdehnad

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Demonstrates how to design an organization for the 90s using a model to create the entrepreneurial company and provides an effective response to reshaping a business. Describes how to break up the bureaucracy and make a company work more productively by bringing the logic of the market system and free enterprise into the organization. Case studies from MCI, Control Data, Esso and Alcoa illustrate successful management practice.



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