



Super-Flexibility for Knowledge Enterprises

Homa Bahrami, Stuart Evans

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Living with uncertainty is an everyday reality for most business entities today. This is especially the case for knowledge-intensive enterprises, such as those in technology, financial services, biotechnology and telecommunications, where new innovations and shifting customer preferences can radically change competitive dynamics. The focus of the book is on how knowledge enterprises can harness uncertainty by becoming super-flexible. Based on over 20 years of field research and practical experience in Silicon Valley's technology ecosystem, the authors present conceptual frameworks, illustrative examples and practical lessons for strategizing, organizing and managing knowledge-based enterprises in turbulent settings.



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