

The Atomic Corporation: Rational Proposals for Uncertain Times

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by Roger Camrass & Martin Farncombe

A revolutionary theory is put to the test in this second edition of Atomic. The authors examine several diverse business sectors, including retail banking, financial services, telecommunications, information technology and consultancy, carbon-based corporations (oil and gas companies), and consumer products companies. Among the startling eye-openers, Camrass and Farncombe discover how some players in these industries have become more efficient, apparently as a direct result of changing their corporate structures.

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