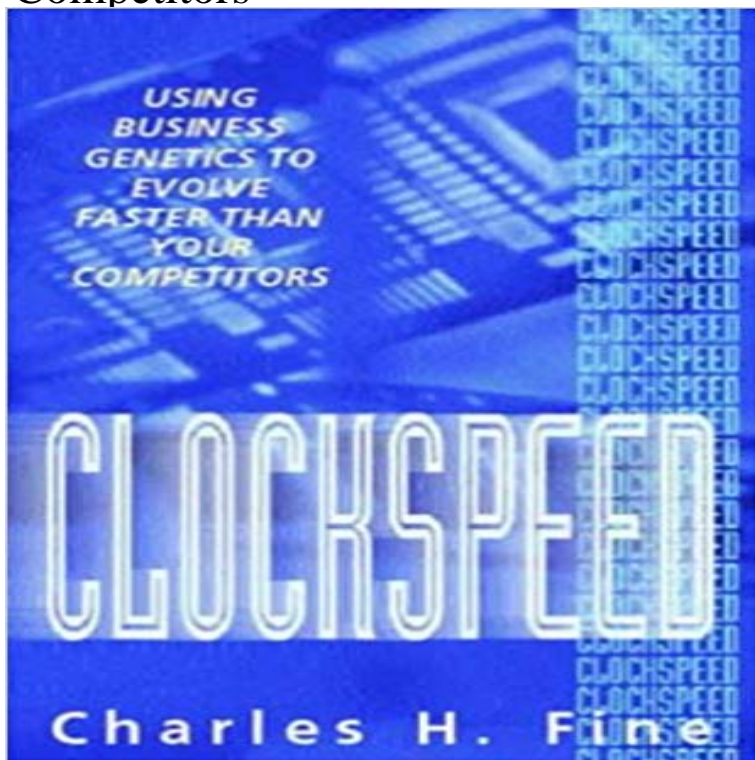


Clockspeed: Using Business Genetics to Evolve Faster Than Your Competitors



This book describes a discipline that breaks completely new ground. Written by MIT professor Charles H Fine, CLOCKSPEED is no less than the secret to business life in the new economy. What Fine tells us in dramatic, cogent terms, is that today's businesses have a simple choice: evolution or extinction. And unless businesses not only choose but understand and predict their own evolution, they will die. Here is a new, systematic approach, developed by Fine at MIT to help companies master and manage organisational evolution. Using a Nobel Prize-winning study of the lifecycle of fruit flies and creating a business double-helix, Fine shows us how the discipline of genetics harnesses the power of clocksPEED - a company's or an industry's actual rate of evolution - to do nothing less than predict the future. CLOCKSPEED provides specific mechanisms to prepare for that future. It crosses disciplines and draws lessons from a wide spectrum of well-known international companies and industries. It is a rare combination of an original concept combined with widely applicable business practicality.

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