MISSION-BASED MANAGEMENT: LEADING YOUR NOT-FOR-PROFIT INTO THE 21ST CENTURY


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- Authored by Brinckerhoff, Peter C.
- Released at 1994

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Similarly, in management, it became apparent that the firm is not the center of the commercial universe. In fact, it is the opposite: it is the customer or user who is at the center of the 21st century commercial universe. The firm is on the periphery and its future depends on whether it can provide value for the customer. The customer becomes the boss of the organization.

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