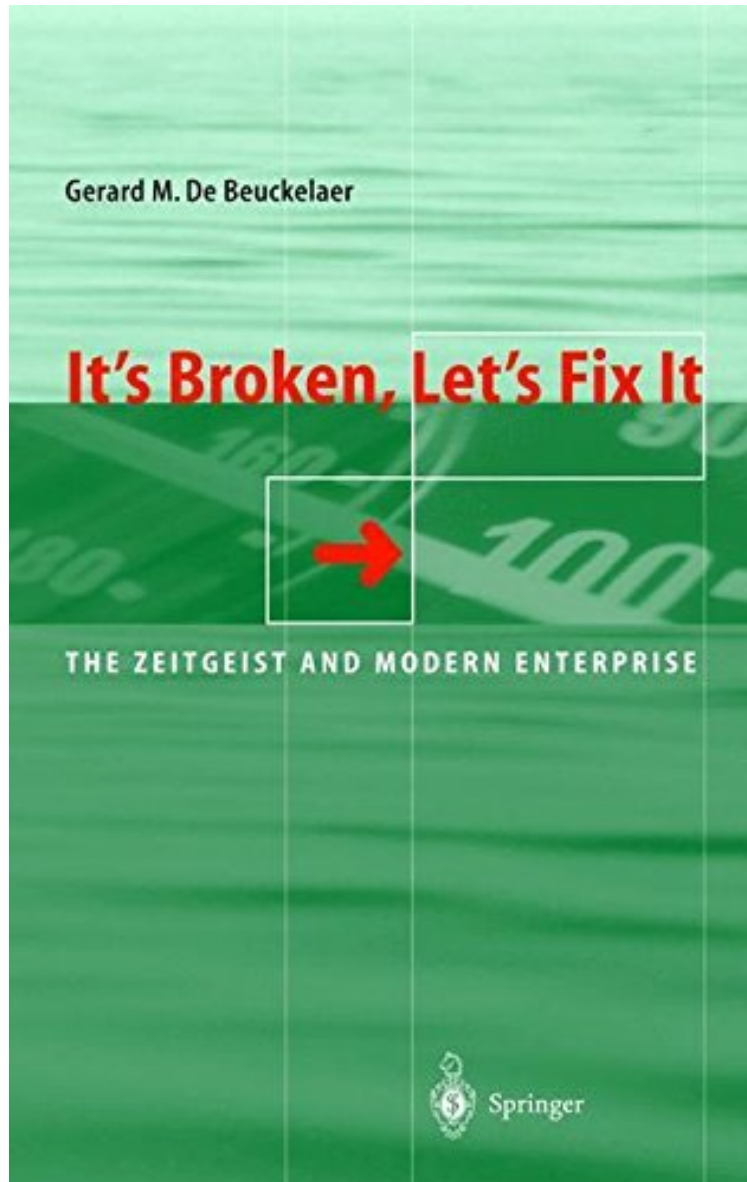


(Get free) It's Broken, Let's Fix It: The Zeitgeist and Modern Enterprise

It's Broken, Let's Fix It: The Zeitgeist and Modern Enterprise

Gerard De Beuckelaer
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Gerard De Beuckelaer : It's Broken, Let's Fix It: The Zeitgeist and Modern Enterprise before purchasing it in order to gauge whether or not it would be worth my time, and all praised It's Broken, Let's Fix It: The Zeitgeist and Modern Enterprise:

0 of 0 people found the following review helpful. A fascinating view of the "auto-pilot" of society. By A Customer This

book is a very different, lively, and believable analysis of what is going on in corporations and society. It is also very entertaining, written in a conversational tone with just a tiny hint of occasional European syntax that brings fond memories of long philosophical conversations over coffee. And moderate, looking at the whole picture -- stockholders, executives, middle managers, workers, customers, Wall Street analysts. However, it does not offer solutions that look realistic -- one of them is better laws, which is quite impossible by the arguments presented in the book! I give it 4.5 stars, really, and if the solutions were workable, it'd be 10. Folks who love the "Wackadamia" music CD by "Dr. Jane" will love this book.

This book takes a hard look at the behavior of the modern enterprise as it evolves in this increasingly complex universe. It offers a thoroughly candid analysis of the way things really work taking the perspective of people being both the perpetrators and the victims in the corporate game. The objective of this critical analysis is to stimulate thought about the modern enterprise and its interaction with humanity and culture. In essence, to understand things and find ways to improve them.

From the Back Cover We used to have this saying: "If it ain't broken, don't fix it." It was a powerful piece of wisdom. But then, the re-engineering fashion emerged and that changed everything. This book describes the behavior of the "creature" enterprise as it evolves in an increasingly complex universe. What is this elusive creature really like? Are we able to understand its survival and reproduction mechanisms and its interaction with humanity and culture? The book offers a rather merciless analysis of the way things really work. It does so from a human perspective, as we, the people, are at the same time the perpetrators and the victims in the corporate game. The objective is not to indoctrinate or even convince, but to stimulate thought: Let's try to understand these things, and then find ways to improve them, without breaking more than we already have.