



# Changing Fortunes: Remaking the Industrial Corporation

*Nitin Nohria, Davis Dyer, Frederick Dalzell*

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One of the first books to address the role large corporations will play in the coming century Over the last twenty-five years, an enormous change has occurred in the landscape of business-the rise and decline of the industrial corporation. Changing Fortunes examines this evolution and looks ahead to what it means for owners, managers, employees, and the public. A well-written business history from a rising star at Harvard Business School and two business historians, this book portrays the dramatic shifts in strategy that America's biggest companies (i.e., GE, IBM) underwent in moving from an industrial to a postindustrial economy. It also offers a forward look at their place in a changing economy.

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