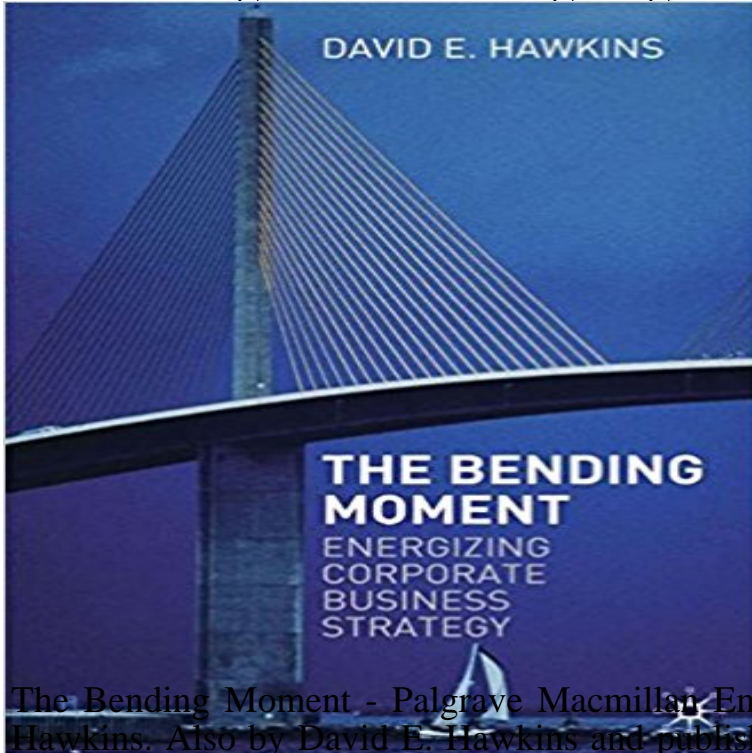


# The Bending Moment: Energizing Corporate Business Strategy



This book draws upon the idea that internal and external pressures and stresses can result in a change in the shape and form of the organization, the bending moment. It suggests the importance of a holistic business strategy as a crucial part of building for success in the complexity of the market place and relates this to a range of themes and topics including mergers and acquisitions, risk management, leadership and change management.

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