



Transganization: For the Smart Entrepreneur

By Rohit Arora

Times Group Books, New Delhi, India, 2012. Softcover. Book Condition: New. First Edition. This book highlights the operational problems that firms face during the growth trajectory, while also providing ways to manoeuvre these issues. As an organization makes an upward climb, it is important to have a strategy in place to ensure that the transition in company dynamics is smooth. The hit film Avatar served as the authors inspiration for this book. Just as the different species in the movie, the author tries to incorporate a similar concept in the corporate world. The book exhorts that before any modification in the organizations business model, the company policies need to be looking into. The needs of the employees should also be taken into consideration. Printed Pages: 128.

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