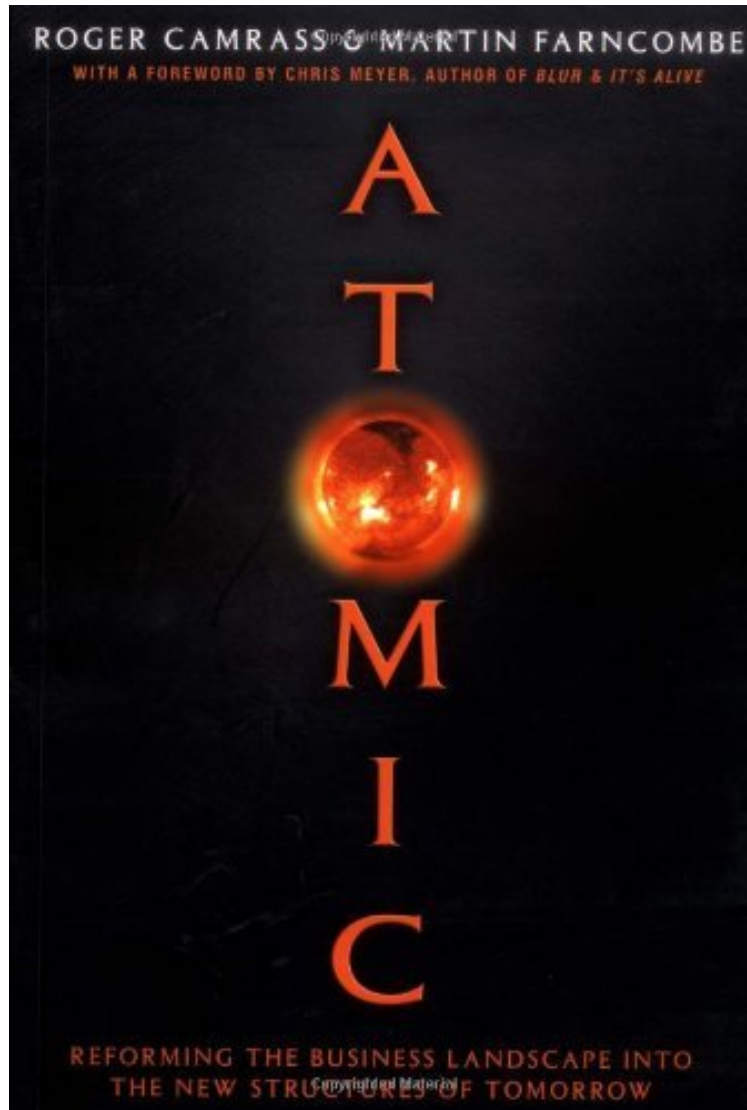


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Atomic: Reforming the Business Landscape into the New Structures of Tomorrow

Roger Camrass, Martin Farncombe
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Roger Camrass, Martin Farncombe : Atomic: Reforming the Business Landscape into the New Structures of Tomorrow before purchasing it in order to gage whether or not it would be worth my time, and all praised Atomic: Reforming the Business Landscape into the New Structures of Tomorrow:

0 of 0 people found the following review helpful. A DIFFERENT LOOK AT BUSINESS STRUCTURESBy P. ByrneMESSAGE / CONCEPTAtomic attempts to identify the future business construct based upon trends identified today. Camrass and Farncombe take the analogy of an "atom" that can become part of larger molecules to form value

adding business structures. These are more agile and focused organisations than the monolithic businesses today. To their credit, they try to identify those "atoms" rather than just generalise: * Smart Companies. Smart Companies "serve a broad industrial base, and are knowledge-based businesses capitalizing on skills in innovation" [p. 63].* Webspinners. Webspinners source the suppliers from which the customer wishes to buy. "They own the relationships between suppliers and customers by improving the matching process across the value chain" [p. 64].* Customer Managers. "The customer portal must capture, confirm, refine and constantly use the customer's views and experiences ... in suggesting offers" [p. 66].* Asst Platforms. Asset Platforms are the atoms that actually "make" the goods that are offered by the above atoms.* Service Platforms. "Service platforms will take responsibility for organizing common 'processes' or all other atoms" [p. 68], such as pay, accounting, administration, etc.* Portfolio Managers. "The principal competency of these atoms is risk taking. Portfolio owners will manage their atoms as a set of investments that are expected to produce returns, maintaining a mix of types of atoms that produces the right profile of risk and reward". They move further than articulating their observations though, and even provide the characteristics that will make a winning "atom" in the future. They are a bit "light on" in terms of statistics to back up their observations, but this doesn't detract from their message, which I must agree from my limited reading and observations, is a very real trend. WHAT I LEARN'TI learnt that we are a "Smart Company", a knowledge based business that relies on innovative ideas, methods and techniques to make our way in this ever competitive world. I also feel that the "atomic" business world fits into a broader view of the world - that of complexity [see - [...] or perhaps more specifically - social complexity. "Atomisation" would seem to be a construct that is likely to do well in this complex world of self organising entities. Much like a flock of birds in flight that continually changes direction and shape (a complex self organising system), the "atoms" of the future business world will be able to change direction and rearrange themselves again and again to meet the changing tastes and demands of the consumers and customers around them. More importantly, it has validated our approach that puts "knowledge" at the forefront of any business strategy. The future for business rests on how well it can manage its existing knowledge asset, how it can efficiently produce more knowledge suited to its changing context and how it can best leverage that knowledge for competitive advantage in the case of a commercial enterprise or for better service delivery in the case of a public enterprise. 1 of 2 people found the following review helpful. A Universe in an Atom By G Jerjian The Atomic Corporation is without a doubt a rational proposal for uncertain times. Authors Camrass and Farncombe use 'chemistry' as the vehicle to explain their proposition and they do it very well. They show us 'a universe within an atom'. They show us why mega corporations will be compelled to break up into smaller business units or 'atoms' so that they can become more agile and adaptable to the demands of more powerful consumers. Corporations will devolve into complex and ever changing web of business-to-business connections or 'molecules'. In many ways, it supports and confirms our book: Ecosystem: Living the 12 Principles of Networked Business. We use 'biology' as our vehicle, instead of chemistry. We both use stakeholder relationships in a holistic manner. We both focus on complexity and collaboration. Where we differ is in perspective. Camrass and Farncombe take the atomic (micro) perspective, whereas we take the ecosystem (macro) perspective and yet we reach not dissimilar conclusions. You cannot afford not to read this book.

In Atomic the authors' revolutionary theory is put to the test. Looking across all sectors of business, including retail banking, financial services, telecommunications, IT and consultancy, carbon-based corporations (oil and gas companies), and consumer products companies, Camrass and Farncombe discover some real eye-openers, including how truly more efficient these industries become by a change in corporate structure. The implications for individuals are equally profound and far-reaching. It might take a decade, but it will happen, and nothing will be the same again. Welcome to the Atomic Corporation.

"A radical view of the business future ... If the authors are right, we're on the edge of a revolution." (Research Magazine, April 2004) "... a highly readable account of the way in which organisational and individual working relationships have changed and will continue to change ..." (Professional Manager, March 2004) "From the Inside Flap" Farncombe and Camrass put forward a radical, powerful and at times unsettling thesis. If companies are to produce sustained growth and increased returns for shareholders in the world that the authors describe, they will increasingly rely on digital business strategies. For larger companies it means combining the leverage that their greater size affords them, with the degree of flexibility common to successful smaller firms. The companies that do this best will become devastatingly competitive." — John Leggate, Group Vice President, Digital Business, BP "In this far-seeing, logical and insightful book, Camrass and Farncombe have provided an invaluable analysis of technology-driven trends which promises to revolutionize the workplace." — Andy Eggleston, Vice President, E-Business Europe, Ford Motor Company "Not content with a concise, hysteria-free analysis of the technology-inspired forces shaping our lives, the authors predict corporate future in some detail. Conviction futurism. Bravo! The idea that digital connectivity is the force causing organizations to break apart, and that Megacorp can no longer rely on gravity, is appealing if paradoxical. In this world only full digitized organizations (large or small) will be eligible to playing the Atomic Business Olympics. The CIO is set to become

Corporate Gold Medallist or unemployed." — Peter Sole, CEO, The Research Board Inc. From the Back Cover Now in a new paperback edition Atomic picks up where Roger Camrass and Martin Farncombe's previous work, The Atomic Corporation: A Rational Proposal for Uncertain Times left off. Camrass and Farncombe launch a radical manifesto for the future of organisations. They examine the dramatic changes that are going to sweep across the global economy in the next decade. For the last two centuries the business world has been governed by the underlying notion that 'sum is greater than the parts'. The fact is that the balance of power in the business world is shifting, and theory of the firm is going to be turned on its head. The parts are about to become greater than the sum -and you are one of the parts. So what does this mean for organisations? Corporations will atomize into core components based around key relationships with all non-core operations devolved to external networks. Instead of being focused on financial assets, the primary unit of corporate value will be the individual, both as customer and employee. This radical viewpoint has far-reaching consequences for organisational shape, market dynamics and capital structure as well as for our careers. In the world of Atomic, the core components or atoms of a business are freed and in the process the corporation is redefined. The atomic world will be one in which quality overrides quantity, in which achievement is held in higher regard than paper pushing, and in which you are valued for what you can deliver and nothing else.