

BOOK ALERT

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AMERICAN INFORMATION RESOURCE CENTERS IN INDIA

Chowdhury, Subir.

Next generation business handbook : new strategies from tomorrow's thought leaders / led by Subir Chowdhury. John Wiley & Sons, ©2004. 1320 p. REF 658 CHO The *Next Generation Business Handbook* gathers the knowledge and experience of promising minds from the world's top business schools, such as Harvard, Sloan at MIT, The Wharton School of the University of Pennsylvania, Kellogg at Northwestern University, Yale, London Business School, INSEAD, and IMD Switzerland, among others. Under the leadership of Subir Chowdhury, a top business thinker, these international next generation thinkers discuss every aspect of business and lay the groundwork for the key business concepts of tomorrow. Along with addressing such special topics as career imprinting and operating in a virtual workspace, this work offers a complete presentation of all aspects of considerations organized around Chowdhury's own next generation business model. A valuable tool for managers, consultants, and researchers at all levels of business as well as students in business schools. ISBN 0471669962: \$92.00 (For use only in the AIRC) C/CH/M/ND