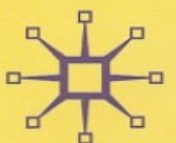




The Neglected Firm

Jorge Vasconcellos e Sá

**Every manager must
manage two firms:
the present one
and the future one**



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'Congratulations on your wonderful career. I look forward to reading *The Neglected Firm* with great interest.' – **Professor Peter Drucker**, *writer, teacher and consultant, and Professor of Social Science and Management at Claremont Graduate University, California*

'This book provides one of the clearest, most engaging discussions I've ever seen of how to balance the here-and-now of a business with the future. Managers who are dealing with these difficult, uncertain times will benefit from reading it. Jorge A. Vasconcellos e Sá has done it again!' – **Professor Donald C. Hambrick**, *School of Business, Columbia University, New York*

'This book contains sharp, incisive, challenging and futuristic insights for managers with a strategic vision. The presentation of the ideas, the planning frameworks, the illustrations and the case examples are all "top-notch" and out of the ordinary. In terms of "planning the plan", this text will stretch the non-linear mind of the reader!' – **Professor Luíz Moutinho**, *Department of Management Studies, University of Glasgow, Scotland*



Illustration: Ray Massey/Stone.
Research by Image Select
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ISBN 0-333-98712-8

9 780333 987124

9 0 1 0 1

Printed in Great Britain