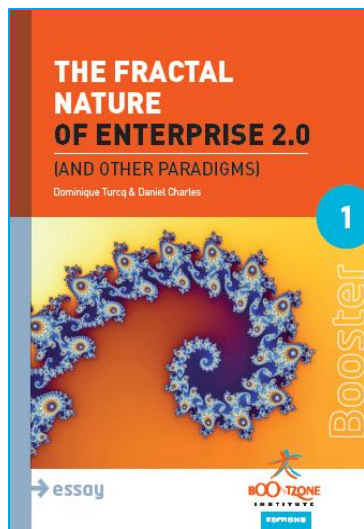


The Boostzone Institute launches a collection on the world of work



Essay by Dominique Turcq and Daniel Charles

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THE FRACTAL NATURE OF ENTERPRISE 2.0

THE ESSAY

To control information, to be able to gain access to constantly moving networks, to manage the permanent innovation revolution...

These challenges call for a fundamental change in the enterprise. What will this new Enterprise 2.0 look like? Most significantly, what kind of governance will it need when the whole web 2.0 dynamic makes it so transparent?

This compellingly topical question is here explored humorously with the aid of models drawn from topology and mathematics. In this way, this essay takes a provocative and refreshingly unconventional look at what is indisputably the greatest management challenge of the 21st century, drawing on analogies with chaos theory and fractal representation.

THE AUTHORS



Dominique Turcq, president of the Boostzone Institute, is an expert on corporate organization.



Daniel Charles is an historian of technology and a specialist in the way innovation works.

THE INSTITUTE

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