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In Reorganize For Resilience: Putting Customers at the Center of Your Organization(Harvard Business Press; January 19, 2010; \$35), Harvard Business School Professor Ranjay Gulati shows how pioneering companies have overcome built-in institutional obstacles and spiked growth by reorganizing their

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structure and capabilities to be proactive, flexible and truly customer-centric.

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In his book Reorganize for Resilience, Gulati points organizational leaders toward a better direction. Instead of

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looking inside your company for what you should change, he recommends looking outside your company and focusing on your customers. This is where you will find the solutions you seek.

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Resilience: Putting Customers at ...

Ranjay Gulati, Harvard Business School professor and author of "Reorganize for Resilience: Putting Customers at the Center of Your Business," discusses what is customer centricity.

What is Customer Centricity?

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Customers at the Center of Your Business by Ranjay Gulati and Publisher Harvard Business Review Press. Save up to 80% by choosing the eTextbook option for ISBN: 9781422156186, 1422156184.

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