

The Global, Interactive, Human Network

LIFE IN THE INFORMATION AGE

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The following is an excerpt.

Even without the pressure from overseas, the sudden and blinding acceleration in our ability to gather and process information is increasing competition...

The corporate structure as we have known it, is simply incapable of managing in this kind of lightning fast competitive environment.

Bureaucracies must not be reduced, they must be eliminated, and hierarchies flattened. There is no time for critical information to make its way up and down a rigid chain of command.

At the same time, information systems must be in place that provide a continuous loop from customer contact point to strategic decision makers and back.

Both elements are critical. If companies don't build up and fine tune their information systems at the same time they're reducing their bureaucracy, they're like a boxer who goes on a crash diet to make weight: They're wonderfully lean, but they have no punch...